

Impacts 08 Team

Dr Beatriz García, Director
Ruth Melville, Programme Manager
Tamsin Cox, Programme Manager
Kate Rodenhurst, Research Assistant



Document Reference:

Impacts 08 (2010) *Neighbourhood Impacts*

Neighbourhood Impacts

A longitudinal research study into the impact of the Liverpool
European Capital of Culture on local residents

May 2010

Report by Ruth Melville, with Kate Rodenhurst, Peter Campbell and Ben Morgan

Impacts 08 is a joint programme of the University of Liverpool and Liverpool John Moores University
Commissioned by Liverpool City Council



Summary

Aims and methodology

As a key element of its wider research programme, Impacts 08 carried out a multifaceted, longitudinal local area study. The aim was to explore the experiences and opinions of residents from a diverse selection of neighbourhoods in Liverpool, arising from the city's year as the European Capital of Culture (ECoC) in 2008. This data is mainly designed to be read at a local level to see how different neighbourhoods responded to Liverpool ECoC, but it can also be viewed at a city-wide level (with a confidence interval of up to 4% at city-wide level).

The research focuses on the following key themes:

- **Views of Liverpool ECoC:**
 - How residents engaged with Liverpool ECoC and ECoC events;
 - Perceived benefits and drawbacks of Liverpool ECoC;
 - How Liverpool residents think that ECoC will influence the future of the city.
- **Cultural participation:**
 - How residents define 'culture';
 - How interested residents are in different types of cultural activity;
 - How often they attend and participate in culture;
 - What impact Liverpool ECoC had on this.
- **Perceptions of Liverpool and individual neighbourhoods:**
 - What Liverpool residents feel are the best and worst things about Liverpool and their own neighbourhood;
 - Residents' feelings about the quality of life in their city and neighbourhoods;
 - Concerns about crime;
 - Perceptions of external views of the city;
 - How all this changes throughout the ECoC process.

This report is based on data from three surveys, carried out in four Liverpool neighbourhoods (*Aigburth*, *City Centre*, *Kirkdale* and *Knotty Ash*¹) in Summer 2007, Spring 2008, and Spring 2009, and on the findings from eight community workshops held in these neighbourhoods in Autumn 2008. Appendix 1 details the findings of a community mapping that provides a context to the research and the issues that may affect residents' experiences of cultural engagement and the Liverpool 08 programme.

Key findings

Overall, Liverpool residents both attended ECoC events and broadly supported Liverpool ECoC, in particular, seeing positive outcomes for the city in terms of image change and regeneration. There is more scepticism about the likelihood of ECoC making a great difference in their neighbourhoods.

Views of Liverpool ECoC

- i. **Strong participation:** Two thirds (66%) of Liverpool residents took part in at least one ECoC event during 2008. The highest participation rates were amongst *Aigburth* residents (78%), the lowest in those from *Kirkdale* (56%).
- ii. **Mixed knowledge of ECoC:** Residents in *Aigburth* were more confident in their knowledge of ECoC than those in other neighbourhoods. 47% knew at least 'a reasonable amount' about what ECoC was

¹ Note that these names are used as shorthand for our areas of study and do not necessarily fully match to city districts; see below (Section 1.3 and Appendix 1)

about. However, across the four neighbourhoods, the percentage of people who said they knew 'nothing' or 'very little' about ECoC remained around 25%.

- iii. **Stand out events:** La Machine, Go Superlambananas and the Tall Ships Festival, all of which were free of charge, mass audience, open air events, stand out as the ECoC events most widely mentioned by local people.
- iv. **A festival for the people?** The survey findings suggest that broadly, residents did feel that their needs were catered for within the Liverpool 08 programme. While 21% of residents supported the statement that "there weren't things for ordinary people" in 2008, 65% disagreed with this.

This varied between *Aigburth*, where only 3% of residents agreed with the statement that there were no things for ordinary people in 2008, and *City Centre* (20%), *Knotty Ash* (30%) and *Kirkdale* (33% agreement).

- v. **Positive outcomes of ECoC:** Overall, residents feel that ECoC has produced benefits for Liverpool, with the "best things" about ECoC being, in ranking order:
 - **Regeneration/ city improvement;**
 - **Image change;**
 - **Increased numbers of tourists visiting Liverpool;**
 - **The events programme;**
 - **Community cohesion/ pride;**
 - **Shopping.**
- vi. **Value for money:** There was a notable increase in confidence in the value of Liverpool ECoC as a worthwhile investment, with the percentage of residents feeling that money would be wasted dropping from 48% in 2007, to 23% in 2009. This is most marked in the poorer neighbourhoods, with agreement in *Knotty Ash* dropping from 74% in 2007 to 33% in 2009.
- vii. **Widespread benefits?:** There is still some scepticism about the breadth of impact, with only *Aigburth* showing a rise in the percentage of people thinking that "everyone will gain from Capital of Culture", and a drop in people feeling that "only the city centre will benefit". By 2009, the percentage of respondents (from all neighbourhoods combined) feeling that only the city centre will benefit was still 56% (although it was down to 33% in *Aigburth*). Similarly, confidence that ECoC would make a difference to their neighbourhoods remained below 50% in 2009.

Cultural participation

- i. **What is culture?:** Survey respondents define culture in a wide range of ways, with most spontaneous answers relating to the arts (in particular, art, museums, music and heritage), but also many talking about lifestyles, including local customs and diverse ethnic traditions. These ways of defining culture have remained consistent over time.
- ii. **Broad cultural interests:** Liverpool residents have an interest in culture which is generally similar to the national average and slightly higher in terms of museums and galleries. Numbers of those 'very' or 'quite' interested in a range of cultural forms more or less remained the same from 2007 to 2009 - the exception being 'events and festivals', where interest rose by 10 percentage points.
- iii. **ECoC as a catalyst for increasing cultural interest:** However 37% of respondents claim that the ECoC has made them more interested in cultural activities, a figure which rises to over half in the *City Centre* neighbourhood and numbers of people who state that they are 'not at all' interested in various cultural forms have also dropped over the survey period.

- iv. **Drivers to cultural participation:** Community champions to promote activity; community-based cultural provision; family friendly events; good marketing and communication; and events that you can take part in encouraged people to attend cultural activity. In particular the difference made to Kirkdale by the opportunities to engage through the Rotunda Pavilion of the Liverpool Biennial show the benefits of community based high quality cultural offer.
- v. **Barriers to cultural participation:** The cost of transport and parking; places that are hard to reach; lack of information; and not being interested in the events on offer were identified as things that made people less likely to participate.

Perceptions of Liverpool

- i. **The positive side:** Residents of Liverpool describe the best things about the city as being its people, the waterfront and green spaces, music and nightlife, and football. Many residents also now feel that the best thing about Liverpool is its recent regeneration and improvement.
- ii. **The negative side:** Negative things about Liverpool have been consistently described as various forms of crime and anti-social behaviour, and continuing poverty and unemployment.
- iii. **Confidence in external perceptions:** Residents believe that the view of Liverpool held by people outside the city has improved as a result of ECoC. Around three quarters of respondents still feel that the national media's presentation of the city is mostly negative, although the perception is that this situation is improving.
- iv. **Small signs of shift in views on crime:** Crime is seen as a problem in Liverpool, with 50% of people viewing crime and anti-social behaviour as the worst things about the city. While there were not any major changes in perception, there was an increase in people who are unsure about whether crime is getting worse, and generally people think the problem of crime is the same as, or even less than it is, in other cities.
- v. **Small increases in sense of safety:** Linked to crime, the sense of safety in Liverpool city centre has improved, with people more likely to feel safe going out at night in the city centre and remaining confident about going out locally. This varies between neighbourhoods, however, with *Kirkdale* people in particular feeling less safe locally than in town.
- vi. **A positive future:** Confidence that Liverpool is improving and has a positive future has remained consistently high (86% in 2009) throughout the research, and is high in all four surveyed neighbourhoods.

Table of Contents

| | |
|---|----|
| Summary..... | 2 |
| 1. Introduction | 7 |
| 1.1. Aims..... | 7 |
| 1.2. Methodology | 7 |
| 1.3. About the neighbourhoods..... | 10 |
| 2. Liverpool Residents and European Capital of Culture..... | 14 |
| 2.1. Awareness of Liverpool 08..... | 14 |
| 2.2. Participation in the Liverpool 08 events programme | 15 |
| 2.3. Perceptions of Liverpool’s year as European Capital of Culture | 15 |
| 2.4. The impacts of European Capital of Culture on Liverpool..... | 18 |
| 2.5. Perceived spread of benefits..... | 19 |
| 2.6. Perceptions of Liverpool’s future..... | 22 |
| 3. Cultural Participation | 24 |
| 3.1. Definitions of culture | 24 |
| 3.2. Interest in culture | 25 |
| 3.3. Knowledge of Liverpool’s cultural offer | 27 |
| 3.4. Participation in culture – general findings..... | 27 |
| 3.5. Participation in culture – comparative analysis of neighbourhoods..... | 28 |
| 3.6. Barriers and drivers..... | 29 |
| 4. Perceptions of Liverpool..... | 31 |
| 4.1. Local perceptions of Liverpool | 31 |
| 4.2. Views on external perceptions of Liverpool..... | 39 |
| 4.3. Perceptions of individual neighbourhoods | 40 |
| 5. Summary Conclusions | 43 |
| 6. Appendices | 46 |
| 6.1. Appendix 1 - Mapping the four local neighbourhoods | 46 |
| 6.2. Appendix 2 - Community workshops: approach and methodology..... | 64 |
| 6.3. Appendix 3 - Questionnaires | 65 |
| 6.4. Appendix 4 - Glossary of Liverpool ECoC events..... | 85 |

Table of Figures (Charts, Tables and Figures)

| | | |
|---------|---|----|
| Fig 1. | Neighbourhood populations (to nearest hundred) | 8 |
| Fig 2. | Numbers surveyed by year and neighbourhood (weighted) | 8 |
| Fig 3. | Map of Liverpool showing location of four local neighbourhoods | 10 |
| Fig 4. | Summary demographics for neighbourhoods | 11 |
| Fig 5. | Graphs showing comparative demographic data for the four neighbourhoods and Liverpool | 11 |
| Fig 6. | "How much do you feel you know about what the Liverpool ECoC 2008 is all about?", by nbd | 14 |
| Fig 7. | "As a result of ECoC, are you more likely to visit Liverpool city centre?" | 17 |
| Fig 8. | "I think the money on Capital of Culture will be/ was wasted" % agree or strongly agree | 18 |
| Fig 9. | "The city will be is a much better place after 2008?" % agree/strongly agree..... | 19 |
| Fig 10. | "Everyone will gain from ECoC" % agree or strongly agree | 21 |
| Fig 11. | "Only Liverpool City Centre will benefit from ECoC" % agree/strongly agree | 21 |
| Fig 12. | "It won't make a difference to this neighbourhood" % agree/strongly agree | 22 |
| Fig 13. | "ECoC won't have a long term impact on the city" % agree/strongly agree..... | 22 |
| Fig 14. | "What does 'culture' mean to you?" | 24 |
| Fig 15. | "What do you think of when you think of culture?" - sub-categories by theme..... | 24 |
| Fig 16. | Respondents 'Very' or 'Quite interested' in cultural forms, % | 25 |
| Fig 17. | Respondents 'Not at all interested' in cultural forms, % | 26 |
| Fig 18. | "Are you more interested in these following Liverpool ECoC?" | 26 |
| Fig 19. | How much would you say you know about what there is to do in Liverpool? | 27 |
| Fig 20. | Reported attendance at various cultural events..... | 28 |
| Fig 21. | Reported attendance at various cultural events by neighbourhood, 2009 cohort..... | 28 |
| Fig 22. | Best things about Liverpool 2007 and 2009 | 31 |
| Fig 23. | Best things about Liverpool, by neighbourhood..... | 32 |
| Fig 24. | "What is the worst thing about Liverpool"..... | 33 |
| Fig 25. | "What is the worst thing about Liverpool?", by neighbourhood..... | 34 |
| Fig 26. | Percentage of people who 'Don't Know' how Liverpool's offer compares to other cities | 35 |
| Fig 27. | "I feel that crime is dropping in the city" percentage response | 36 |
| Fig 28. | Crime in Liverpool compared to other cities (outside London)..... | 36 |
| Fig 29. | I feel safe having a night out in Liverpool City Centre / this neighbourhood", % of respondents | 36 |
| Fig 30. | Disagreement with "I feel safe having a night out in..." Liverpool City Centre or own nbd..... | 37 |
| Fig 31. | Those agreeing with the statement "Anti-social behaviour and crime is a big issue locally"..... | 38 |
| Fig 32. | Crime is dropping in this neighbourhood | 38 |
| Fig 33. | "How do you think Liverpool is viewed by people externally?" | 39 |
| Fig 34. | "How do you think the view of Liverpool from people outside the City is changing?" in 2009..... | 39 |
| Fig 35. | "Liverpool is mostly presented in negative ways by the national media" | 40 |
| Fig 36. | % disagreement with "People like living in this area"..... | 41 |
| Fig 37. | % agreement with "This neighbourhood has a strong sense of community" | 41 |
| Fig 38. | % disagree with "Things are improving"..... | 41 |
| Fig 39. | % agree with "This neighbourhood always presented negatively in local media" | 41 |

1. Introduction

1.1. Aims

Impacts 08 carried out a local area study project to understand the cultural engagement of Liverpool residents. This consisted of a number of studies which took place between 2007 and 2009, aimed at tracking the opinions, engagement and perceptions of people in four areas of the city. This was specifically designed to include Liverpool residents who did not take part in the Liverpool European Capital of Culture (ECoC) events in any specific way, and thus whose experiences may not have been captured by research focused on its events.

The approach taken in this research resulted in the generation of rich data, which provides the opportunity to:

- Explore any developments over time in the engagement patterns of 'ordinary' Liverpool citizens, and their experience of the impact of the city being ECoC;
- Look at how ECoC has affected levels of confidence in the future of the city - specifically, how residents feel about jobs and investment prospects for the city, and the future for their own neighbourhood.

The research focuses on the following three key themes:

- **Views of Liverpool ECoC** – how residents engaged with Liverpool ECoC and ECoC events, the perceived benefits and drawbacks of ECoC, and how residents think that ECoC will influence the future of the city.
- **Cultural participation** – how residents define 'culture', how interested residents are in different types of cultural activity, how often they attend and participate in culture, and what impact Liverpool ECoC has had on this.
- **Perceptions of Liverpool and individual neighbourhoods** – what Liverpool residents feel are the best and worst things about Liverpool and their own neighbourhood, how they feel about the quality of life in their city and neighbourhoods, their concerns about crime, and their perceptions of external views of the city, and how all this changes throughout the ECoC process.

This report provides the first analysis of the findings across the three year research period. It should be complemented by further, more in depth, study of specific areas and experiences arising from the data.

1.2. Methodology

Below is an explanation of the methodology used in selecting the neighbourhoods chosen and the techniques used to gather the data.

1.2.1. Area selection

Impacts 08's research team identified four areas within Liverpool which represent the widest possible cross-section of the population, based on factors including age, social class, and political affiliation (based on the political make up of the team of ward councillors in 2007). The four areas chosen (called neighbourhoods within the study) contain a variety of geographic and demographic groups within Liverpool and so gave a strong sense of how the Capital of Culture process impacts upon a wide cross-section of the population. Each neighbourhood is made up of two lower level super output areas, and so is broadly comparable in terms of absolute population levels, even while they cover a large range in terms of relative level of deprivation, geographic location (including areas, for instance, in the city centre and also outer suburbs), and demographic composition. A map and brief description of the neighbourhoods are given in 1.3 below; a fuller mapping and statistics on demography are in Appendix 1.

The neighbourhoods chosen were *City Centre*, *Kirkdale*, *Knotty Ash*, and *Aigburth*. Figure 1 below shows the population for each neighbourhood.

Fig 1. Neighbourhood populations (to nearest hundred)

| Location | Population |
|--------------------|------------|
| City Centre | 2200 |
| Kirkdale | 3000 |
| Knotty Ash | 3000 |
| Aigburth | 2800 |

Note on nomenclature

Due to the neighbourhoods being selected by super output area (to allow baseline data collection), they are not necessarily reflective of a distinct 'area', although all of them (with the exception of possibly *City Centre*) more or less self-define as one (or part of one) community. For this reason, in the first survey we asked the open question "what do you call this area" and used the most common (mode) reply as the name in survey repeats and in this report. We have followed the convention of putting names of the four neighbourhoods in italics throughout the text. In the case of the *City Centre* neighbourhood, it has been necessary to clearly distinguish between this locality as 1. a researched neighbourhood comparable to *Kirkdale*, *Aigburth* and *Knotty Ash* (so '*City Centre*') and 2. a general area of the city in which residents of these four neighbourhoods might engage in cultural activities and events (so '*Liverpool city centre*' and '*the city centre*').

1.2.2. *Baseline mapping*

Icarus Icon Ltd. carried out a baseline mapping exercise in 2007, which sought to identify the context and significant background issues for each neighbourhood through a series of interviews with ward councillors, neighbourhood managers and community representatives. Concurrently, Impacts 08 did a demographic analysis of the population of the neighbourhoods. Findings were used to develop the questionnaire and community workshops and form the basis for the neighbourhood outlines given in 1.3 below. Appendix 1 reports on these statistics and local context in more depth.

1.2.3. *Household surveys*

Each neighbourhood chosen was surveyed by a household survey team managed by Icarus Icon Ltd. Surveys were carried out in June-July 2007, June-July 2008, and March 2009. Due to size and differing local issues in each neighbourhood, the attempted semi-random sampling (knocking on alternate doors) was abandoned and a convenience sample was used (all doors were knocked on up to three times, with the survey carried out in the daytime, in the evening and at the weekend), with the aim of completing around 200 interviews in each neighbourhood for each annual survey

Following data collection, the sample demographics were compared to the local demographics and data was reweighted by age (as age was the only demographic in which there was any significant difference from the population dataset). Surveys consisted of a series of both closed and open questions which allow comparison of attitudes to culture and to Liverpool ECoC over time, and which provide background detail about local residents' experience of the ECoC process. A total of 2,252 people were surveyed over the three years. The reweighted number of people in each year and in each neighbourhood can be broken down as follows:

Fig 2. Numbers surveyed by year and neighbourhood (weighted)

| Year Cohort | City Centre | Kirkdale | Knotty Ash | Aigburth | TOTAL |
|--------------|-------------|----------|------------|----------|-------|
| 2007 | 163 | 141 | 193 | 186 | 683 |
| 2008 | 179 | 193 | 250 | 179 | 801 |
| 2009 | 243 | 196 | 149 | 180 | 768 |
| Total | 585 | 530 | 592 | 545 | 2252 |

With the data reweighted for age, it effectively acts as a quota sample for Liverpool as a whole. At confidence levels of 95%, confidence intervals are up to 4% for data applying to the four neighbourhoods as a whole, 7% for any one neighbourhood in any one year, and 4% for any one neighbourhood across the 3 year cohorts.²

1.2.4. Community workshops

Impacts 08 commissioned two community workshops in each neighbourhood, which took place in September and October 2008, in order to explore some of the emerging findings from the research in more detail and gather qualitative feedback about residents' experiences of participating in the Liverpool 08 programme. Those in *Aigburth* and *City Centre* were delivered by Paul Kyprianou of Icarus Icon Ltd., while the *Kirkdale* and *Knotty Ash* groups were facilitated by Dr Denise Peerbhoy and Amanda Kilroy of The Commonsense Partnership. Appendix 2 to this report details the recruitment criteria and research methodologies for this qualitative research.

In summary, this report provides an analysis of the quantitative and qualitative data gathered through the household surveys, community workshops and baseline mapping between 2007 and 2009.

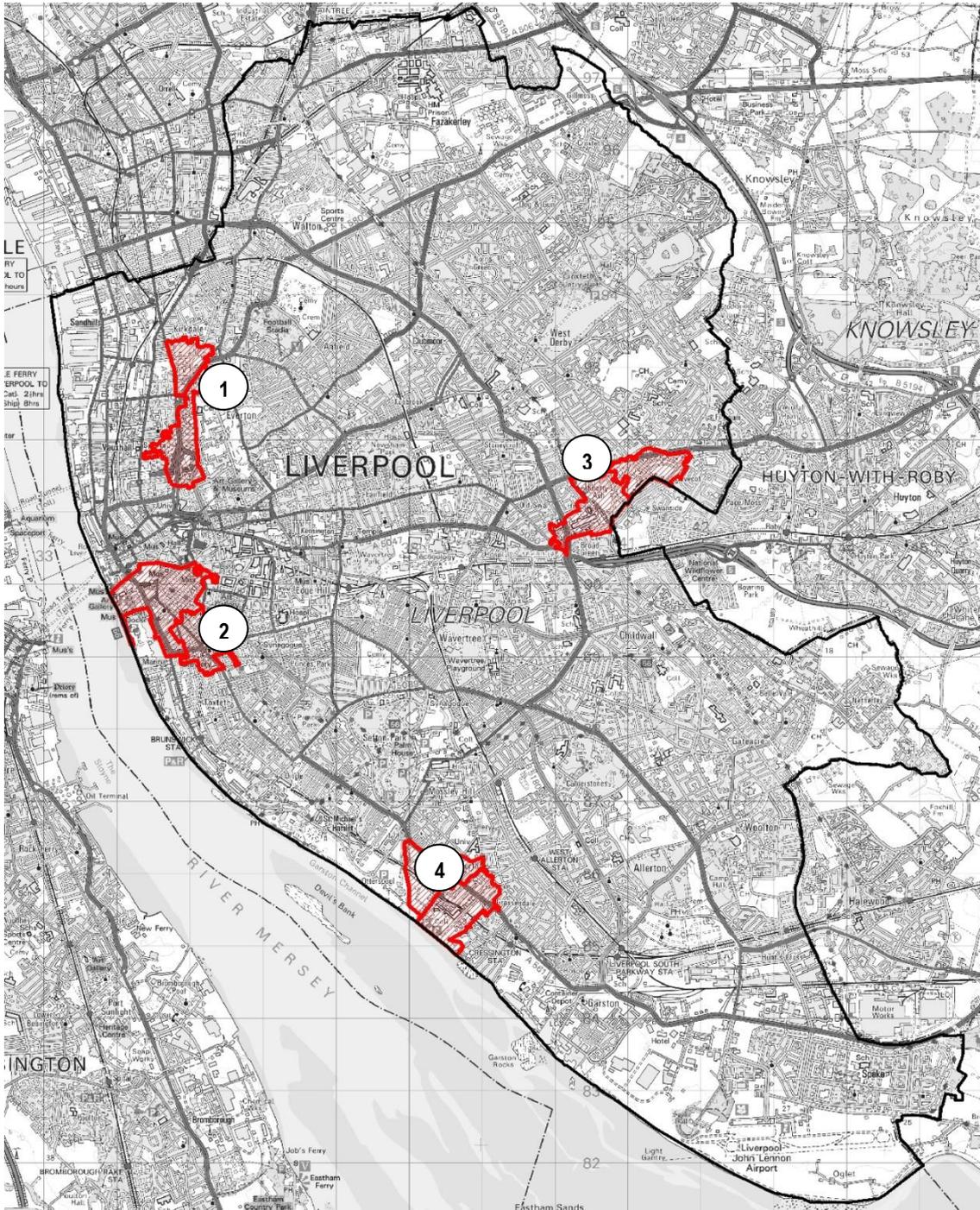
² i.e. if 50% of the total year cohort agree with something, you can be 95% sure that this would be true for between 46 and 54% of Liverpool residents. At a local level, it would be between 43 and 57% of local neighbourhood residents.

1.3. About the neighbourhoods

1.3.1. Geographic location

The location of the four neighbourhoods is shown on the map of Liverpool below.

Fig 3. Map of Liverpool showing location of four local neighbourhoods



1: Kirkdale

2: City Centre

3: Knotty Ash

4: Aigburth

1.3.2. Comparison by key statistics

In order to give a brief overview of the four neighbourhoods in terms of key demographic statistics, graphs are provided below for deprivation, social class, ethnicity, age and skills. Where appropriate, these include

Impacts 08 - The Liverpool Model, European Capital of Culture Research Programme

www.impacts08.net

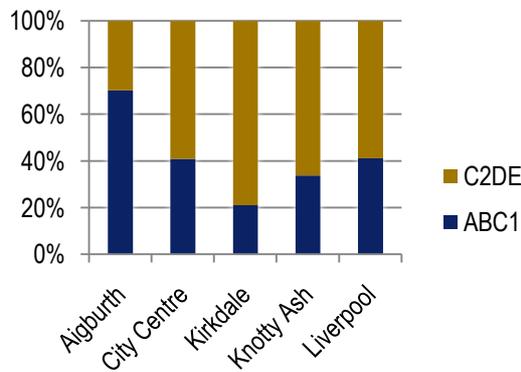
comparative figures for Liverpool as a whole, for the North West region and for England. In summary, the four neighbourhoods can be considered as follows:

Fig 4. Summary demographics for neighbourhoods

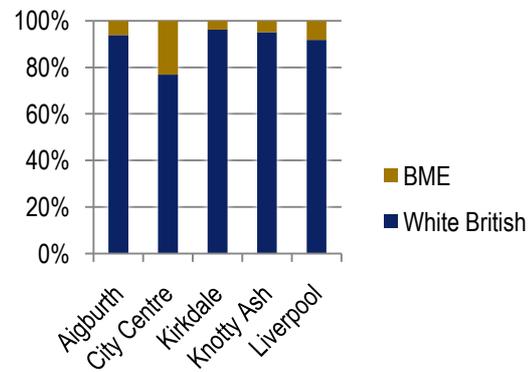
| | <i>Aigburth</i> | <i>City Centre</i> | <i>Kirkdale</i> | <i>Knotty Ash</i> |
|---------------------|---------------------------------------|-------------------------------------|---|---|
| Social class | High number of ABC1s | Similar to city average | Highest number of C2D2s | Slightly above average C2D2s |
| Age | Low numbers under 40; 40-49 prevalent | High proportion in 20-29 age band | High proportion 40+; very young under-represented | Over 70's above city average; young under-represented |
| Ethnicity | Below average ethnic mix | Most ethnically mixed neighbourhood | Almost exclusively White British | Well below average ethnic mix |
| Deprivation | Low | Above city average | Highest deprivation of all neighbourhoods | Around city average |
| Skills | Very high numbers with qualifications | Slightly below city average | Well below city average | Below city average |

Fig 5. Graphs showing comparative demographic data for the four neighbourhoods and Liverpool

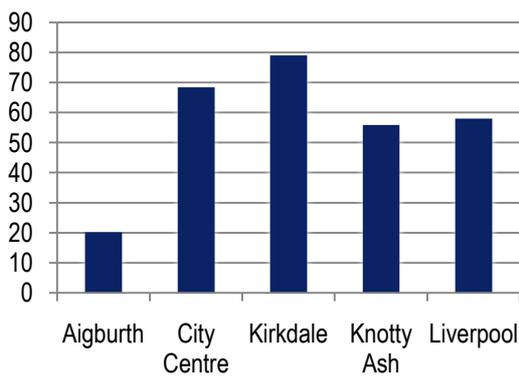
Social Class



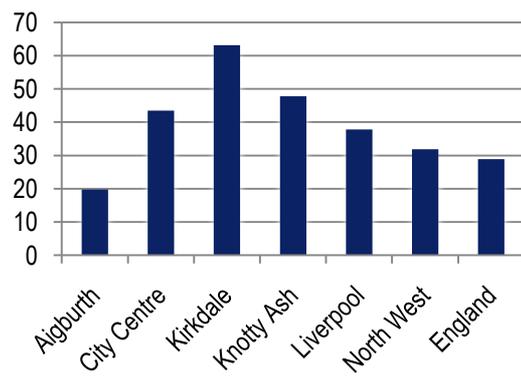
Ethnicity



Index of Multiple Deprivation Score



Skills: % of the population with no qualifications



For in-depth statistics on the neighbourhoods and sources for all figures quoted, see Appendix 1

1.3.3. City Centre

The *City Centre* neighbourhood researched covers the areas known variously as Chinatown, Liverpool ONE, Baltic Quarter, Ropewalks and the Bold St/Duke St area, and runs from the main shopping areas of Church St

and Liverpool ONE to Parliament Street, and from the Dock Road and Waterfront to the bottom edge of the Liverpool Cathedral.³ No part of the neighbourhood is more than a mile from Liverpool city centre.

City Centre contains two main housing types. The first type, located around Chinatown and Great George Street, are mostly owned by social landlords. The second type consists of recently built flats in the Wood Street and Duke Street areas, owned by private landlords or owner occupiers.

There are three distinct communities within the neighbourhood:

- The Merseyside Chinese community, for whom *City Centre* is a focal point, providing a range of facilities and services;
- A small working class community surviving in the area despite demolition of council tenements and the relocation of tenants;
- A new community of transient residents in the new apartments, many of whom are renting property and/or are students.

The areas of housing surveyed sit on the edge of Liverpool city centre, and therefore the neighbourhood has its own distinct services, shops and pubs. In addition, some core Liverpool city centre landmarks and cultural venues, including FACT and the Chinese Arch, are located within the area. Local people in social housing in the area would not necessarily access services or employment opportunities within Liverpool city centre, and community representatives have described a growing tension between the established community and newer residents.

Of the neighbourhoods surveyed, *City Centre* has a much younger and more ethnically diverse demographic profile, which is reflected by our survey respondents. Indeed, older residents of *City Centre* are slightly under-represented by our survey.

Two community workshops were held within or near the *City Centre* neighbourhood, one with members of the Chinese community, and one with a group of both white and BME participants, held at the Rialto Community Centre.

1.3.4. Aigburth

Aigburth is a suburb in the south of the city, home to a large number of families and older people, and relatively prosperous. The neighbourhood contains plentiful green space, is well served with local amenities including schools, and includes the Otterspool Promenade area, which has recently been redeveloped with children's play facilities. The 'Prom' hosted the Hub Youth Festival in 2007 and 2008.

Possibly as a result of its relative prosperity and high employment levels, there is less evidence of community activity in *Aigburth* than in other neighbourhoods surveyed. There are few social amenities such as pubs and restaurants, and many residents access such amenities outside the neighbourhood - for example, in Liverpool city centre and in the Lark Lane area approximately 1.5 miles away.

Community workshops in *Aigburth* were held with members of Aigburth Community Church and with parents from St Michaels in the Hamlet Infant and Junior School⁴.

³ Please note that for practical reasons, and to enable us to have a sense of community in the areas we looked at, the area covered by the surveys, workshops and mapping is not exactly the area of the two lower SOAs indicated by the map. Specifically, all the building site that became Liverpool ONE shopping centre, and Church Street shopping area, was excluded for practical reasons. Additionally, Albert Dock was excluded because of being distinctly separated from the rest of the area. There is also a slight slipover of SOA beyond Parliament St around Mill St and it was decided not to include this area as it sees itself very much as part of Dingle/Toxteth rather than the Liverpool ONE/Baltic Quarter area to the north of Parliament St.

⁴ NB this school has a catchment including the area but is in fact around 1.5 miles from the neighbourhood studied

1.3.5. Kirkdale

Kirkdale, in the north of Liverpool, is approximately one mile from Liverpool city centre. The neighbourhood has suffered severe disadvantage over many years. As a result there are many boarded up or derelict houses and commercial properties, a situation that is reflected in our findings about perceptions of the area. While there is little green space, Everton Park sits just outside of *Kirkdale*. The neighbourhood is reasonably well served with community amenities, including a Sure Start Centre, community centres, health centres, boxing gyms and sports facilities, and libraries.

Kirkdale is made up of a series of distinct small neighbourhoods, often based on parish boundaries, and the area had a history of sectarianism, with traditions such as Orange marches still marked locally. This history, combined with a long tradition of community activism and the experience of a series of regeneration initiatives, means that *Kirkdale* residents identify strongly with the area and report a strong sense of local pride.

Two community workshops were held in the neighbourhood at the Rotunda Community College, one for children aged between 10 and 15 years, and one for adults. Participants had been actively involved in community arts activity over the year, facilitated through the Rotunda.

1.3.6. Knotty Ash

The *Knotty Ash* neighbourhood is in East Liverpool, six miles from Liverpool city centre and close to the city boundary with Knowsley. The area is made up of former council housing stock, and some more affluent semi-detached housing. A number of tower blocks are in the process of being demolished and replaced with accommodation for older residents. The neighbourhood has a higher proportion of elderly residents than the Liverpool average, and this demographic is reflected in the profile of respondents to our survey.

The neighbourhood contains Broadgreen Hospital, and is considered to have reasonable shopping and education facilities. There are two large community centres, Dovecot Community Centre and Dovecot MAC, and two youth clubs. However, the neighbourhood is considered to have a low level of community organisation and activity. The area's relative distance from Liverpool city centre is significant to the daily activities of the residents of the neighbourhood, with many travelling into the city centre for work as local employment opportunities are limited. For others the distance from Liverpool city centre and the cost of travel affects their ability to shop and spend leisure time outside the neighbourhood.

Two groups, one of young people and the other of adult residents, were recruited through community centres to take part in the workshops in *Knotty Ash*.

2. Liverpool Residents and European Capital of Culture

Liverpool ECoC aimed to involve the people of the city in the year of culture as volunteers, ambassadors and audience. These points of involvement were in the events programme itself, then in supporting Liverpool as ECoC, and more broadly in the “rebranding” of the city.

Taking part as audiences and volunteers fits with an existing debate around cultural participation. However, the context for supporting the “rebranding” is subtly tied up with perceptions of Liverpool as a UK city and the role the people of Liverpool play in this – both explored in section 4.

Liverpool ECoC was largely funded by Liverpool City Council – and hence the people of Liverpool. Therefore their views on its effectiveness can be seen as of key importance in assessing its impact. Indeed their willingness to take on the roles offered them (volunteers, ambassadors, audience) helps define the success of Liverpool’s ECoC experience.

2.1. Awareness of Liverpool 08

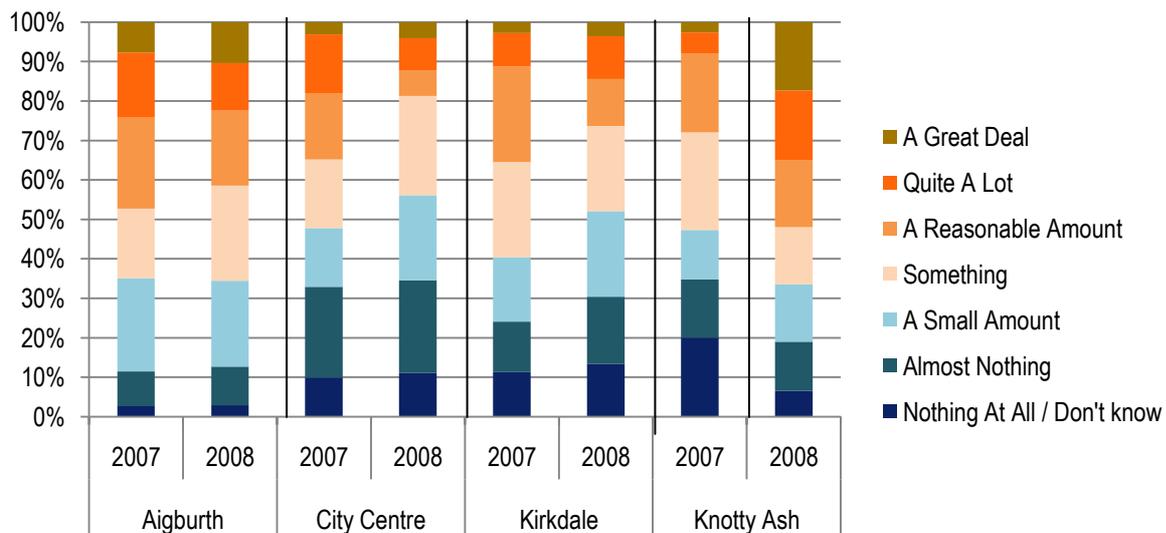
Respondents demonstrated a consistently high recognition rate of the Liverpool 08 logo and branding, with 95% of respondents having seen the logo before and recognising it as Liverpool’s 08 branding in both the 2007 and 2008 surveys.



The survey results indicated a general lack of awareness of what Liverpool ECoC 2008 was about, which was in contrast with the overall level of confidence in knowledge about Liverpool generally. While in 2007, 53% of people felt they knew either a reasonable amount, quite a lot or a great deal about what Liverpool has to offer, only 36% felt the same about their understanding of ECoC.

Distinctions between the neighbourhoods were pronounced, with a much higher level of knowledge in *Aigburth* (47% in 2007, 41% in 2008) than in *Kirkdale* (35%, falling to 26% in 2008). Generally, there was a drop in residents’ confidence that they felt they knew what ECoC was all about between 2007 and 2008. This is apart from in *Knotty Ash* which was initially the neighbourhood with the lowest level of claimed knowledge; by 2008, the percentage of residents here who felt they knew at least a reasonable amount about ECoC had risen to 52% (from 28%) .

Fig 6. “How much do you feel you know about what the Liverpool ECoC 2008 is all about?”, by nbd



2.2. Participation in the Liverpool 08 events programme

2.2.1. Taking part

In 2009, we asked respondents whether they had taken part in any ECoC events during 2008. Overall, 66% of respondents had taken part in an ECoC event at some point in the year. Reported participation was highest in *Aigburth* (78%) and lowest in *Kirkdale* (56%).

In addition we asked respondents to name up to three ECoC events in which they had participated. Overall, 491 respondents gave any sort of answer, eight of whom said “most” or “all” of the events. Respondents listed in total 34 specific events (those given by over 5% of respondents are listed in order below with the number of individual references to this event and the approximate % of responses this represents in brackets):

1. La Machine (223 – 46%).
2. Tall Ships Weekend (148 – 31%).
3. Go Superlambananas (112 – 23%).
4. Opening Ceremony (61 – 13%).
5. Klimt exhibition, Tate Liverpool (38 - 8%).
6. Transition (closing ceremony) (36 – 7%).

In addition, there were many respondents who referenced types of event they had attended, for example street festivals (18), fireworks (18), music events (15) and art events (2). Some respondents specified venues rather than specific events - for example, Liverpool Echo Arena, the Philharmonic Hall and the Walker Art Gallery.

2.2.2. Best events

Respondents made references to specific events within the Liverpool 08 programme when asked what they considered to be the best thing about ECoC. For further discussion of the wider themes emerging, see section 2.3.1.

A total of 23 specific events, venues and activities were referred to, with the most popular events matching closely those participated in. Below are the top five events listed in order of popularity, with the number of individual references in brackets:

1. La Machine (63)
2. Go Superlambananas (30)
3. Liverpool Sound (17)
4. Tall Ships Festival (15)
5. Klimt exhibition (10)

When we asked people in the 2008 survey what they were most looking forward to about the remainder of the year, the most popular responses related to various music events. Go Superlambananas and La Machine/The Spider, both at the top of the ‘best events’ list above, were obviously not ‘on the radar’ of Liverpool residents earlier in the year. This suggests that Liverpool residents have been willing to embrace and enjoy new and unexpected activities delivered through the Liverpool ECoC programme, as well as continuing to enjoy established events within the city’s cultural calendar.

2.3. Perceptions of Liverpool’s year as European Capital of Culture

2.3.1. The best thing about Liverpool ECoC

In 2009, survey respondents were asked what they felt the ‘best thing’ was about Liverpool ECoC. The responses were analysed by counting all mentions of individual events (for discussion of individual events referenced by respondents to this question, see section 2.2 above), and by categorising broader responses and

counting all references to key themes. The themes are listed here in order of the number of times they were referenced by respondents to the survey.

1. **Regeneration:** Specific responses categorised under this theme included 'buildings', 'city changing', 'made city better', 'investment', 'clean city', 'developing city', and 'business boost'.
2. **Image change:** Specific responses included 'shone a good light on us', 'brought Liverpool to the forefront', 'media coverage', and 'good publicity'.
3. **Increased numbers of tourists visiting Liverpool.**
4. **The events programme:** Many respondents made reference to the entire events programme throughout the year, while considerably more specified particular events they enjoyed or felt had made an impact. Those specific events are discussed above in section 2.2.
5. **Positive impacts on civic pride and community cohesion:** Responses included 'bringing communities together', 'proud of area', 'buzz generated', and 'lifted spirits'.
6. **Shopping:** There were several general references to Liverpool's improved shopping facilities and, more specifically, to the opening of the Liverpool ONE development categorised under this theme.

The themes identified by respondents as the best thing about ECoC correspond strongly to the response to a question from the 2008 survey which asked respondents what had been the best thing about ECoC so far, and what event they were most looking forward to in 2008. Again, in response to this question, those surveyed referenced a mixture of themes and specific events, with regeneration, positive impact on the city's external image, and increased numbers of visitors to Liverpool emerging as the most regularly referenced themes; additionally, there were a significant minority of respondents who described potential community impacts. This suggests that by the time of the 2009 survey (in Spring 2009), ECoC had largely met the aspirations of Liverpool residents in terms of what they hoped the award would achieve for the city.

2.3.2. Negative reactions to the delivery of ECoC

A very small number of respondents made negative comments about the delivery of ECoC, which were clustered around the following:

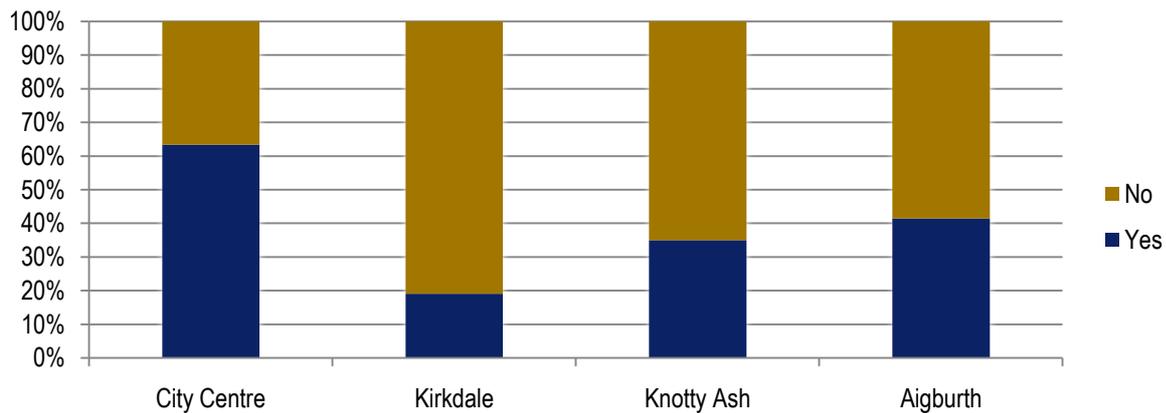
- Failure to see any benefits from ECoC;
- Concerns over value for money;
- Concentration of benefits in Liverpool city centre with no benefit to their neighbourhood;
- Their own lack of participation in any of the programming.

Three respondents stated that the best thing about ECoC was that 'it's over'.

2.3.3. "More likely to visit Liverpool city centre?"

We also asked respondents in 2009 whether they were more likely to visit Liverpool city centre as a result of ECoC. The majority of respondents in the *City Centre* neighbourhood replied positively to this (63%), although we do need to bear in mind that this question might have been confusing given where they live. 41% of people in *Aigburth* and 35% in *Knotty Ash* also said they would be more likely to visit the city centre as a result of Liverpool ECoC. However, in *Kirkdale*, although nearer than both *Aigburth* and *Knotty Ash*, only 19% answered positively.

Fig 7. “As a result of ECoC, are you more likely to visit Liverpool city centre?”



Reasons people cited for increased visits to Liverpool city centre were largely framed in terms of the new services on offer there. This suggests that residents both value the regeneration of the city centre (better shops; more places to eat; more to do; and a perception that cleanliness and security had been enhanced), and see it as an outcome of ECoC.

When respondents cited reasons why they were not more likely to access Liverpool city centre as a result of ECoC, their reasons were largely personal and related to mobility and access problems, parenting and caring responsibilities, old age or ill health, or the perception that the city centre was ‘too expensive’ or ‘for the younger ones’.

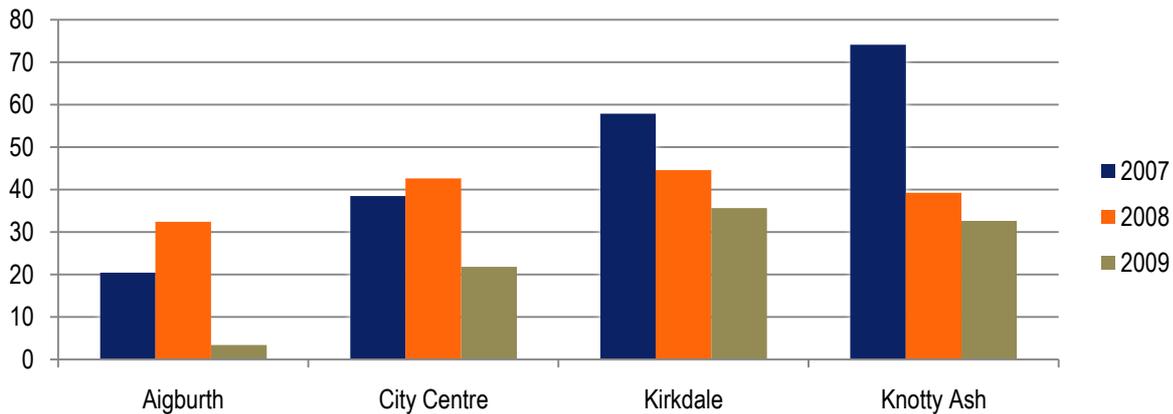
2.3.4. “Will money be wasted?”

We asked residents whether they thought the money would be wasted (in the 2007 and 2008 surveys), or had been wasted (in the 2009 survey). In 2007, 48% of respondents felt that the money spent on ECoC would be wasted, and in 2008 this dropped to 40% and in 2009 to 23% (just half the 2007 figure). This indicates a much greater level of confidence in the management and delivery of ECoC and its potential outcomes.

There is a substantial difference in perceptions between neighbourhoods in terms of overall amounts. In *Aigburth*, where residents are more likely to be cultural participants, and, therefore, to have benefited directly from spending on cultural programming or the development of regenerated shopping and leisure facilities, the number of people who agree that “the money has been wasted” drops to just 3%. In *Knotty Ash* and *Kirkdale*, the figure started a lot higher than in *Aigburth* but still the numbers of people thinking money is wasted reduced significantly by 2009. In *Kirkdale*, the figure in 2007 of 58% fell to 36% by 2009. In *Knotty Ash*, the reduction is even more marked, more than halving from 74% down to 33% in 2009.

This indicates that, whilst there was initially a strong degree of scepticism about the potential value of Liverpool ECoC, by 2009 most people had been convinced. Whilst the community workshops (held in mid-2008) still record concerns about money being wasted and long term sustainability, it seems that confidence grew throughout the actual year of culture itself (2008).

Fig 8. "I think the money on Capital of Culture will be/ was wasted" % agree or strongly agree



2.3.5. "There won't be things for ordinary people"

Another question asked was whether people thought there would be anything in the Capital of Culture for "ordinary people". In 2007, 37% of people agreed that "There won't be things for ordinary people"; by 2009 this had fallen to 21%. Conversely, those disagreeing had risen from 48% in 2007 to 65% in 2009.

Again there was a difference between the four neighbourhoods. In 2007, 14% of people in *Aigburth* agreed with the statement that "There won't be things for ordinary people" and this fell to 3% by 2009. *City Centre* and *Knotty Ash* saw falls from 30% and 44% agreeing, to 20% and 30% respectively. In *Kirkdale* the fall in those agreeing was much more noticeable - in 2007 2/3rd of people (67%) agreed there would not be anything for ordinary people, but by 2009, this was only a third (33%) of those surveyed.

This seems to indicate that, whilst there was an initial perception that the Capital of Culture would not cater for 'the average person', by 2009 many people who had initially held that view had changed their minds. Having experienced ECoC, people felt it had better catered for everyone than they had at first thought it would.

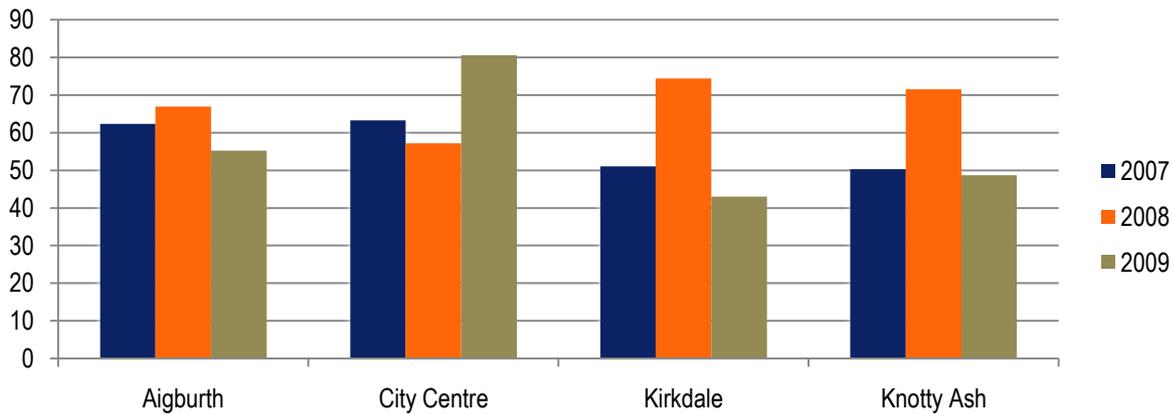
2.4. The impacts of European Capital of Culture on Liverpool

The findings from our surveys indicate that Liverpool residents have consistently perceived ECoC as a largely city centre focused events and regeneration programme, and that as such they broadly feel that it has been a success. There has been widespread and consistent agreement over the period of this research that ECoC has attracted investment, with around three quarters of respondents agreeing in each survey that "there is a lot of new investment in Liverpool". However there has been change over time in perceptions of the impact of this investment for the city and its residents.

2.4.1. "The city is a much better place"

A majority of respondents (59%) agreed in 2009 that "the city is a much better place". This is a drop of 9% since the peak in 2008, when ECoC was in progress. Those who live in the *City Centre* neighbourhood are more likely than others to agree that the city is now a much better place, with 81% of *City Centre* residents in 2009 agreeing with the statement compared to a range between 43% and 55% elsewhere. *City Centre* is the only neighbourhood where the 2009 figure is higher than the 2008 figure.

Fig 9. "The city will be is a much better place after 2008?" % agree/strongly agree



2.4.2. "Liverpool ECoC has led to image change"?

There is a strong perception in Liverpool that the city is presented in a negative way in the national media. There are a number of reasons why people hold this view and these are discussed further in Section 4; however, it is worth noting that respondents specifically made the link between ECoC and city image change. In response to the statement "The ECoC will give people outside of the city a more positive impression of Liverpool", 81% of people agreed in 2007 and this rose to 86% in 2009.

In the neighbourhoods, in 2009 the most people agreeing with the statement were in *Aigburth* (92%) and the least in *Kirkdale* (79%). Moreover, in terms of a change in opinion between 2007 and 2009, *Knotty Ash* showed the largest increase (11 percentage points from 77% to 88%), and *Kirkdale* the least (2 points).

2.5. Perceived spread of benefits

2.5.1. Neighbourhood level participation and responses

Findings from our community workshops add context to the impressions given by the survey findings. In general, workshop participants had been involved in either community arts or Liverpool ECoC directly in 2008, although there was strong variation between neighbourhoods in terms of the nature of this participation. *Knotty Ash* and *Aigburth* participants were generally not aware of activities locally, unlike *City Centre* and particularly *Kirkdale* participants.

City Centre

Feedback from community workshops in the *City Centre* neighbourhood suggested that, on the whole, people had successfully engaged in a wide range of events, trying out activities and new venues for the first time. They also felt positive about the changing landscape and new facilities in *City Centre*, although some people had mixed feelings about the altered views and skyline.

The community workshops were targeted at members of the Chinese and Black British communities, and there were similarities in their perceptions of the way their communities had been engaged in ECoC. Both communities felt that moves towards inclusion had been progressing well up to 2007, but had been lost in the pressure of delivering such a large programme in 2008. For example, the Chinese community felt that an opportunity had been missed to make 2008's Chinese New Year celebrations bigger and better than in previous years. Similar comments were made about Black History Month.

Aigburth

Aigburth residents who attended community workshops in 2008 had engaged with many of the ECoC events, and described a range of positive experiences. In particular, Go Superlambananas, the Klimt exhibition, the Tall Ships Race and La Machine were very popular. Some families had found cost, timings, location and lack of information to be barriers to getting more involved, with several parents indicating that they felt the programme lacked dedicated programming for teenagers. Locally, people did not reference any community activity related to ECoC. They expressed concern about the condition of Sefton Park throughout the year, as the lake had been drained and there was much ongoing building and maintenance work⁵. This has had a negative impact on a location which they feel should have been a key asset and focus of much more activity within the Liverpool 08 programme. *Aigburth* residents felt that opportunities to engage schools in ECoC could have been increased, building on the success of previous themed years.

Kirkdale

The community workshops involved people engaged in community arts, and the positive feedback from these groups strongly suggests that engaging local people in cultural activity has a wide range of benefits. Those who are engaged appear more likely to feel positive about their community, more likely to engage with the city's wider cultural offer, and have a desire and confidence to do more. The *Kirkdale* experience of the community working in partnership with arts organisations and artists to deliver the Rotunda Pavilion⁶ project clearly demonstrates the value of having local individuals and organisations who will champion cultural participation.

Knotty Ash

From our community workshops there did not appear to have been any community arts activity in *Knotty Ash* which captured local attention in the way the Rotunda Pavilion did in *Kirkdale*. The community there displayed a greater reluctance to engage with ECoC, and a cynicism about the benefits and beneficiaries. They were much more likely to see large scale events such as *La Machine* as a 'waste of money', and felt that the community projects which had taken place in their neighbourhood were tokenistic. They did not see any positive legacy resulting from ECoC, either in their community or the city more generally.

2.5.2. "Everyone in Liverpool will gain from ECoC"?

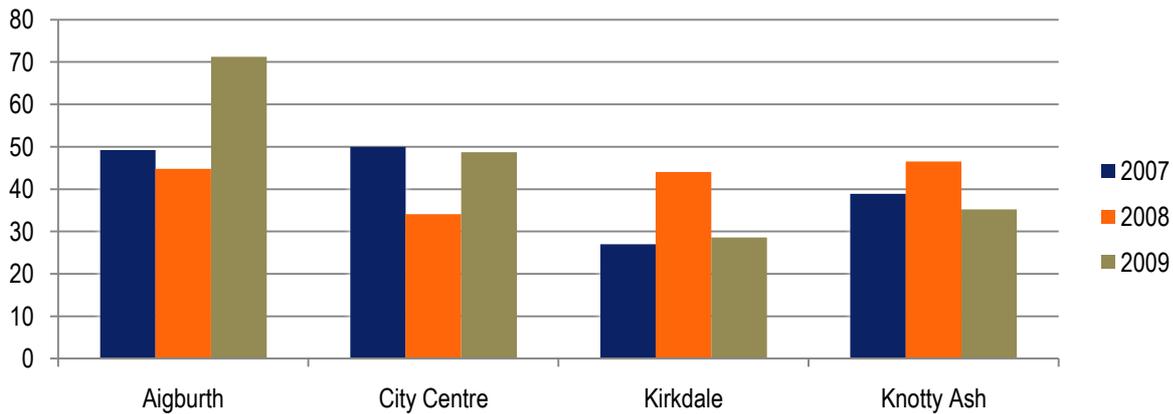
There has been a small but steady increase in the number of respondents who feel that everyone in Liverpool gained from ECoC over the period of the research, from 42% in 2007 to 46% in 2009. However, this still represents a minority of Liverpool residents.

At the level of individual neighbourhoods, it is clear that those in *Aigburth*, who have arguably gained most from ECoC in terms of cultural programming and new leisure and retail facilities, are much more likely to feel that everyone has benefited from ECoC than residents of other neighbourhoods. *Aigburth* residents are more than twice as likely to agree with the statement (71%) in 2009 as those in *Kirkdale*, where only 29% agreed. *Aigburth* residents have become much more confident that everyone has gained from ECoC over time, whereas in other neighbourhoods, figures have remained stable over the period of the study.

⁵ This work was part of a £6m restoration project supported by a £4.7m grant from Heritage Lottery Fund. http://www.liverpool.gov.uk/Leisure_and_culture/Parks_and_recreation/Parks_and_gardens/Sefton_Park/index.asp Accessed 2/6/10.

⁶ The Rotunda community organisation in North Liverpool worked in partnership with the Biennial to transform a derelict strip of land into a community garden.

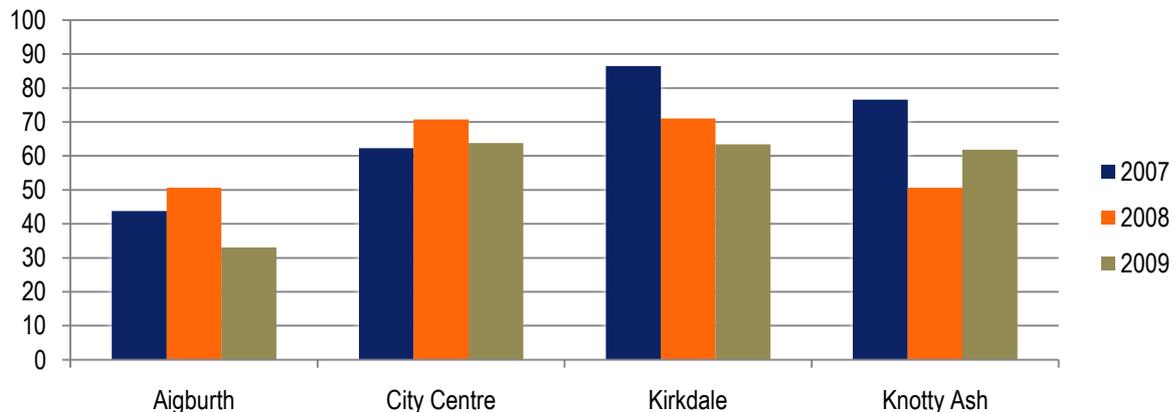
Fig 10. "Everyone will gain from ECoC" % agree or strongly agree



2.5.3. "Only Liverpool city centre really benefits"?

Similar trends can be identified in the response to the statement "only the city centre will benefit/has benefited from ECoC". In 2009, around half of respondents (56%) agreed with the statement, a figure which has steadily dropped over the research period from 66% since 2007, suggesting that there has been an ongoing increase in the numbers of people who feel that there are benefits to ECoC outside Liverpool city centre. Again, confidence that the benefits of ECoC have been felt outside Liverpool city centre is much higher in *Aigburth* than in other neighbourhoods, where on average only 33% of residents agreed with the statement in 2009.

Fig 11. "Only Liverpool City Centre will benefit from ECoC" % agree/strongly agree



2.5.4. "It won't make any difference to this neighbourhood"?

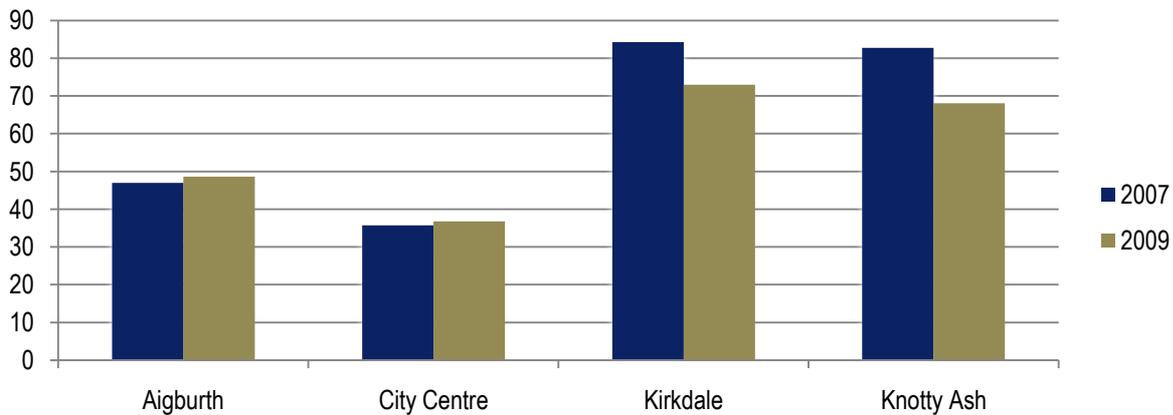
While around half of respondents in 2009 felt that only the *city centre* had benefited from ECoC, similarly around half of respondents felt that ECoC had not made any difference to their neighbourhood (55%). These figures were higher in *Kirkdale* and *Knotty Ash* than in *Aigburth* and *City Centre*. However over time, confidence in the delivery of benefits from ECoC in each neighbourhood has increased.

In 2007, there were stark differences in respondents' expectations that ECoC will make a difference in their neighbourhood. In *City Centre*, 36% of respondents agreed that "it won't make any difference to this neighbourhood". In *Aigburth* the figure was 47%. However, in *Kirkdale* this figure rose to 84%, and 83% in *Knotty Ash*.

This data suggested evidence of a significant gap between Liverpool's advantaged and disadvantaged communities, in terms of their perceptions of the potential of ECoC. By 2009, while the gap between *Knotty Ash*

and *Kirkdale*, and *Aigburth* and *City Centre* remained, perceptions of the potential of ECoC to deliver benefits in the neighbourhood had increased by 11% in *Kirkdale* and 15% in *Knotty Ash*.

Fig 12. “It won’t make a difference to this neighbourhood” % agree/strongly agree



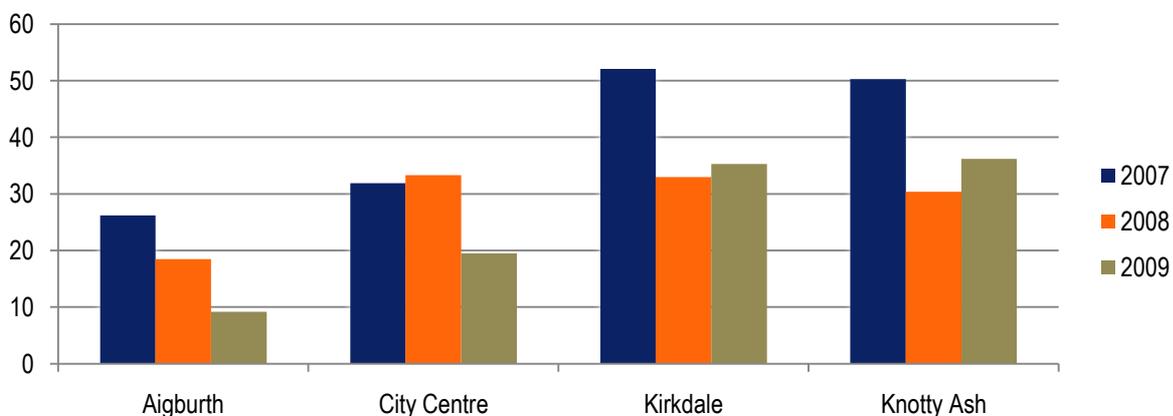
2.6. Perceptions of Liverpool’s future

Data from the surveys about residents’ levels of confidence in the potential for ECoC to generate meaningful long term change need to be interpreted in the light of the global economic recession that started in the last quarter of 2008. For example, while the vast majority of residents agree that Liverpool has a positive future, there is clear concern over the potential generation of new employment opportunities. This is not surprising given that by the time of the 2009 survey, there was much media discussion about job losses and rising unemployment; respondents’ answers are almost certainly a reflection of a wider socio-economic situation which cannot be directly linked to ECoC. Thus, to understand how the experience of Liverpool ECoC affected local people’s confidence in the city’s economy would require further specific research.

2.6.1. “ECoC won’t have a long term impact on the city”?

Liverpool residents have developed increased confidence in the potential for ECoC to have a long term impact on the city. In 2009, only 24% of respondents believed that “ECoC won’t have a long term impact on the city”, compared with 40% in 2007. However, while confidence levels have risen in all neighbourhoods, there remains a gap in confidence levels between advantaged and disadvantaged neighbourhoods, with a figure of 9% in *Aigburth* contrasting strongly with 35% in *Kirkdale* in 2009.

Fig 13. “ECoC won’t have a long term impact on the city” % agree/strongly agree



2.6.2. “New jobs and investment will come to Liverpool as a result of ECoC”?

Between 2007 and 2009, local residents have lost confidence in the ability of ECoC to attract and generate jobs in Liverpool, this having declined considerably from 62% in 2007 to 33% in 2009. Residents of the *City Centre*

neighbourhood are twice as likely to feel confident about future jobs coming to Liverpool than residents of any other neighbourhood.

Whilst people's hopes for new jobs in Liverpool as a result of ECoC have fallen sharply between 2007 and 2009, their confidence in new investment has remained strong. In 2007, 77% agreed "There will be a lot of new investment in Liverpool"; by 2009 this had fallen slightly to 76%. In terms of the neighbourhoods in 2009, *Aigburth* had the highest numbers agreeing with this statement (89%) and *Kirkdale* the lowest (63%).

2.6.3. "Liverpool is improving and has a positive future"?

Across the four communities, 86% of residents felt that "Liverpool is improving and has a positive future". This represents a slight increase since the 2007 survey, when the figure was 83%. However, these figures have remained high over the period of the survey and the inconsistencies between neighbourhoods are narrower than for other indicators, with the lowest level of agreement with this statement being in *Kirkdale*, at around 75%, and highest in *Aigburth*, at 90%.

Overall, there is a definite positive feel about the impacts of Liverpool ECoC on the city as a whole, although there is more scepticism about the potential for that impact to directly affect their own neighbourhood. There is a definite split between neighbourhoods regarding responses, with *Aigburth* and *City Centre* tending to have and retain the most positive perceptions about the impact of ECoC, while *Knotty Ash* and *Kirkdale* were less likely to see the benefits.

With the recession firmly in place by the time of the 2009 survey, the impacts of ECoC were considered by residents to lie in areas other than immediate job creation, e.g. through increases in investment, and also through the benefits brought in by regenerated facilities and increased numbers of visitors (which they described when discussing the best thing about ECoC – see section 2.3.1).

3. Cultural Participation

Increasing cultural engagement in Liverpool supports two of the aims of ECoC as it both:

- Encourages more people to take part in cultural activity
- Increases the potential audience of the wider arts sector and thus enhances its longer term sustainability.

We were interested to see how cultural interest and reported engagement in general (beyond ECoC events and the year itself) was affected by Liverpool ECoC.

3.1. Definitions of culture

We wanted to understand how the people of Liverpool perceived ‘culture’ – what did they feel it meant, and by extension, what did they expect from a ‘Capital of Culture’. In the 2007 and 2008 surveys, we asked people “what do you think of when you think of culture?” and categorised their responses into six different themes; there was little or no change in general between answers in 2007 and 2008. Figure 14 below shows the percentage of people who gave at least one answer from each theme. Figure 15 shows the subthemes within each of the themes.

Fig 14. “What does ‘culture’ mean to you?”

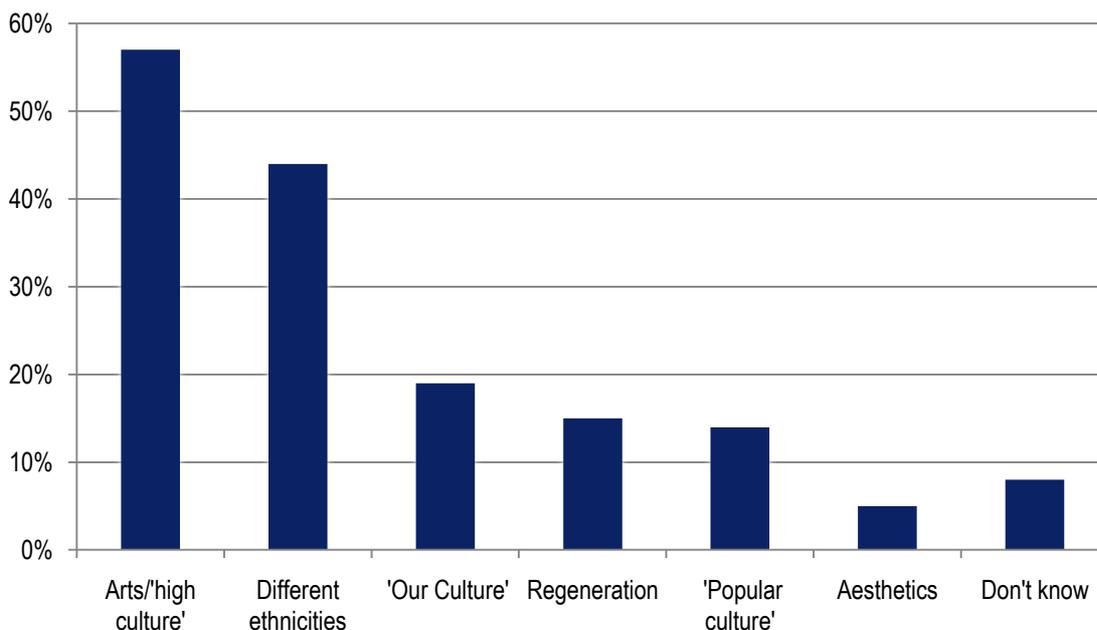


Fig 15. “What do you think of when you think of culture?” - sub-categories by theme

| Arts/'high culture' | Different ethnicities | Our culture | Regeneration | Popular culture | Aesthetics |
|--|---|--|---|---|---|
| Art. Museums. Theatre. Cinema. Music. Opera/ ballet. Architecture & buildings. Heritage. Literature. | Different lifestyles. Diversity. Religion/ beliefs. Cuisine. Rules/ ethos/ norms. Language. Ethnicity/ race. Values. | Everything. Something for everyone. Children. Communities. 'Ours'. Belonging. 'What I do'. | Improving image. Tourists. Improving city. 'Big Dig'/ roadworks. | Sport. Football. TV/ radio. Local/ TV personalities. Pubs. Comedy. | Aspirations. Inspirational. Creative. Impressive. See things differently. Open minded. |

This shows the confusion inherent in the idea of 'Capital of Culture' as a lot of Liverpool residents saw culture as concerning diversity and personal heritage issues, while others saw it in terms of arts/ 'high culture'. It is also interesting how few people mentioned anything in the 'popular culture' category – and, in fact, no-one mentioned any TV personalities!

A question is raised as to why 'regeneration' equates to 'culture' in these responses, for example with one person answering "what does culture mean to you?" with 'roadworks'. This relates to the association made locally (and not discouraged by Liverpool Culture Company) between the Liverpool ECoC and the wider city regeneration programme which, in 2007 in particular, caused considerable disruption to Liverpool city centre.

The most popular sub-themes were in the 'Arts/ 'high culture' category, with 33% of respondents referencing visual art, 27% music, 21% museums, and 20% heritage.⁷

The second most referenced theme was 'Different ethnicities', with 23% making reference to culture as different lifestyles, 16% mentioning diversity, and 19% describing culture as relating to ethnicity or race, religion and belief.

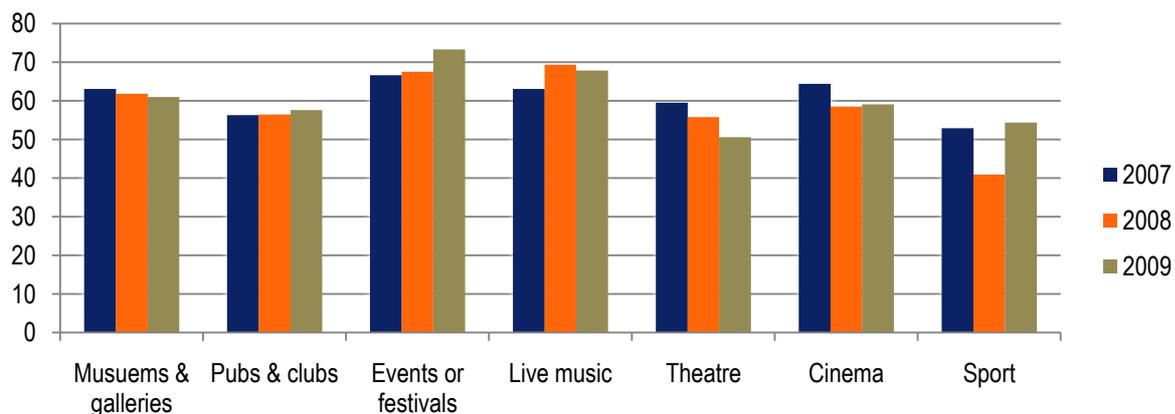
10% of respondents referenced communities, the only significantly high response within the 'Our culture' theme. Slightly smaller numbers of respondents referred to 'Regeneration', with response rates of between 5% and 8% for answers that referenced tourists, improvements to the city, Liverpool's changing image and the 'Big Dig'⁸.

3.2. Interest in culture

Our survey explored levels of interest in different types of cultural activity. In addition to asking people how interested they were in different activities, we also asked whether they had participated in these in the past year, and where this participation took place.

Overall, our findings suggest that Liverpool people have a broad interest in culture, and this interest has remained steady, with only small differences in the numbers who are interested in different cultural forms between 2007 and 2009. Across all types of activity (for example, museums and galleries, live music and theatre), around 20%–30% of people were 'very interested' in 2007. Across all forms, more people were 'very' or 'quite' interested than were 'not very' or 'not at all' interested. This picture did not greatly change in 2008 and 2009, as shown in Figure 16 below.

Fig 16. Respondents 'Very' or 'Quite interested' in cultural forms, %

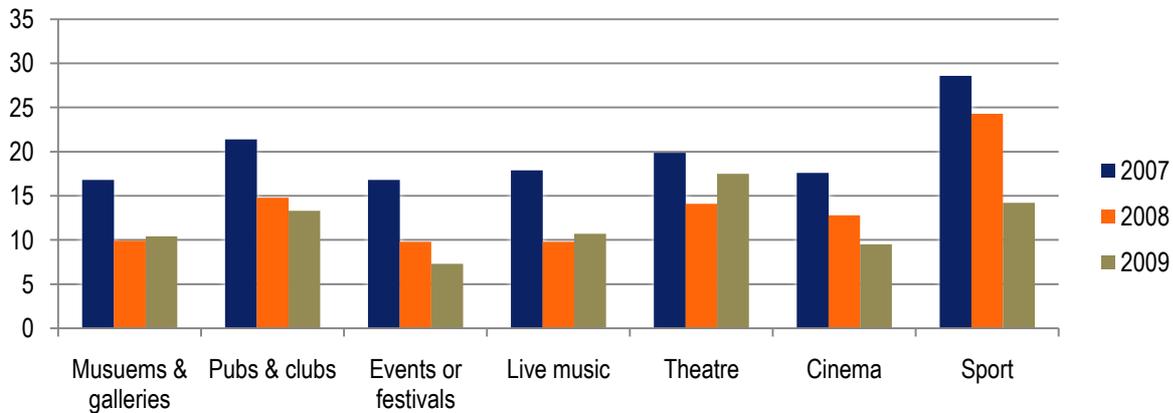


⁷ We used an open question technique and ticked all the themes and keywords referenced by respondents within their answers. The figures, therefore, refer to the percentage of individual respondents who mentioned this specific sub-theme.

⁸ The term was used to refer to a specific programme of public realm and highways improvements delivered in the years leading up to 2008 as well as major developments such as Liverpool One and The Arena and Convention Centre.

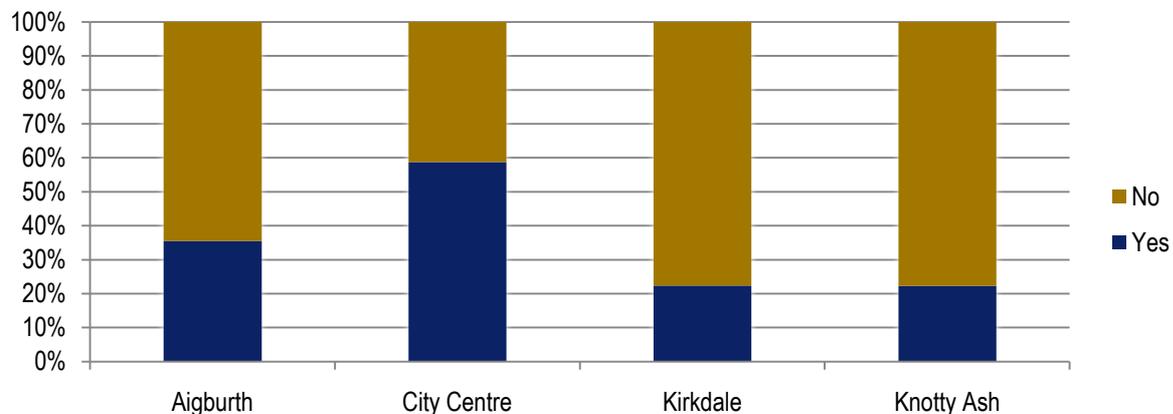
Despite these consistent levels of interest, there has been a general drop in the numbers of people who state that they are 'not at all interested' in different forms of cultural activity. As the drop was across all categories, this suggests that ECoC may have had some success in promoting Liverpool's cultural offer to new audiences.

Fig 17. Respondents 'Not at all interested' in cultural forms, %



Over a third (37%) of respondents to the 2009 survey answered positively to the question "Are you more interested in any of these activities following Liverpool's year as European Capital of Culture?" This indicates that ECoC has been a significant factor in changing attitudes to cultural activity amongst a sizeable minority of local residents. The figure was much higher in the *City Centre* neighbourhood (59%) than in *Kirkdale* or *Knotty Ash* (both 22%). Yet this still represents over a fifth of people in each neighbourhood who either were more interested or felt positive enough about Liverpool ECoC to say they were.

Fig 18. "Are you more interested in these following Liverpool ECoC?"



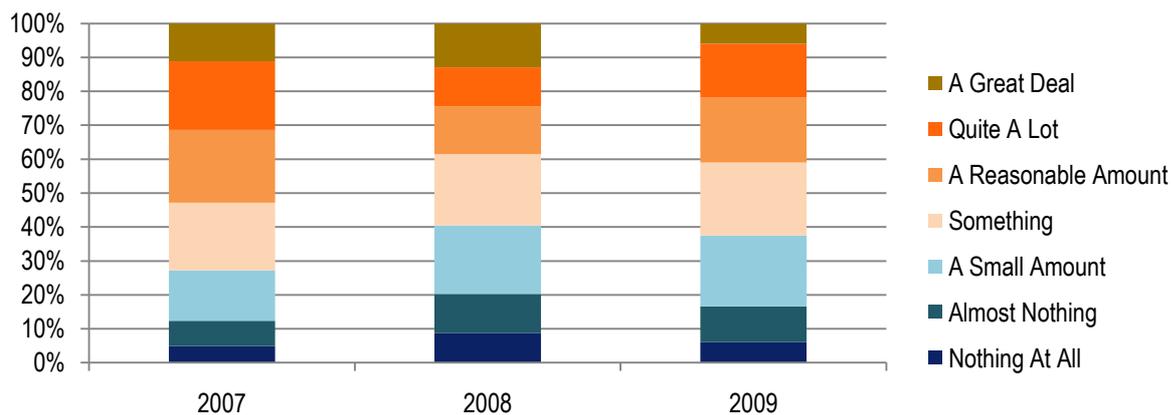
Compared to data from a survey carried out by NOP⁹, this data suggests that higher proportions of people in Liverpool have an interest in museums than the regional and national averages, but slightly lower levels of interest in other cultural forms such as theatre and live music. For example the 63% of people who were interested in museums in 2008 in this survey compares with a regional figure of 54% and national figure of 62% in the same year. In comparison, 65% of people regionally and 72% nationally claimed an interest in theatre, compared to 57% in this survey. However the reported levels of interest from people in the Liverpool area in NOP's survey data are generally slightly higher than the figures from Impacts 08's data, a finding which may result from slight differences in the demographic profile between the NOP and Impacts 08 survey cohorts.

⁹ From GfKNOP survey of adults, across UK, carried out 2005-2008, commissioned by Liverpool Culture Company
 Impacts 08 - The Liverpool Model, European Capital of Culture Research Programme
www.impacts08.net

3.3. Knowledge of Liverpool's cultural offer

In 2007, survey respondents demonstrated a general level of confidence in terms of their knowledge of the city's cultural offer. More than half of respondents overall (53%) stated that they knew either 'a reasonable amount', 'quite a lot', or 'a great deal' about what there is to do in Liverpool. By 2008, this figure had dropped to 39%, rising very slightly to 41% in 2009. Although this does not appear to be good news in terms of the city's ability to promote its cultural and entertainment offer (particularly given the size of the Liverpool 08 events programme throughout the year, and the opening of new cultural and entertainment venues such as the Liverpool Echo Arena and the Liverpool ONE complex of shops, restaurants, and a new cinema), this should not necessarily be interpreted negatively. It may be that residents needed to reacquaint themselves with a rapidly changing city centre and everything it now contained.

Fig 19. How much would you say you know about what there is to do in Liverpool?



There were considerable differences in levels of confidence about knowledge of what there is to do in Liverpool between neighbourhoods, with shifts over time also becoming apparent. In 2007, reported confidence in understanding what there is to do in Liverpool was lowest among *Kirkdale* residents at 42%, compared with 62% in *Aigburth*, 54% in *Knotty Ash* and 49% in *City Centre*. Again, the figure is based on the number of people who stated that they knew 'a great deal', 'quite a lot' or 'a reasonable amount' about what there is to do in Liverpool.

While the figures in each neighbourhood have fallen between 2007 and 2009, there has been a marked difference in the change. The low figure in *Kirkdale* dropped only 4 percentage points in contrast to *Aigburth* where there has been a fall of 24 percentage points (62% to 38%).

3.4. Participation in culture – general findings

Across the whole sample in 2007, engagement in cultural activity in Liverpool city centre itself tended to be high. Overall, 57% of respondents had attended a museum or gallery in the past 12 months - more than had attended a pub, bar or night club in Liverpool city centre. Levels of participation are high across age groups, with more than 50% of all age groups having attended a museum or gallery in the last year (across all years), apart from for the over-75 group. The Liverpool figure is considerably higher than national figures which found that 46% of adults claimed to have attended a museum or gallery in the 2008/09 financial year.¹⁰

Despite similar reported levels of interest, levels of attendance at paid events such as theatre and live music was lower in 2007. 41% of the total sample had attended theatre or cinema in Liverpool city centre, and 35% had attended an event or festival there.

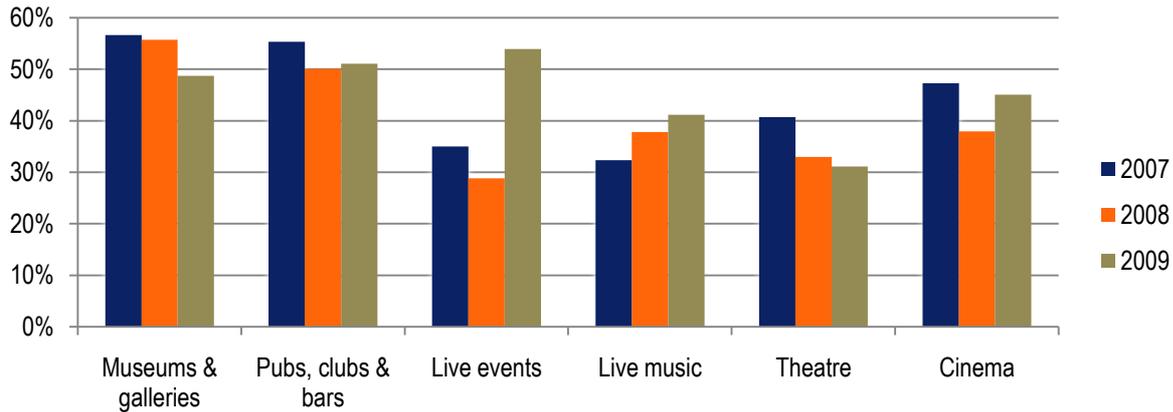
¹⁰ From DCMS (2010) Taking Part: The National Survey of Culture, Leisure and Sport, PSA21: Indicator 6 – Rolling annual estimates from the Taking Part survey, Statistical Release - accessed 2/6/10 -

http://www.culture.gov.uk/images/research/PSA21_IN6Rollingannualdataset_StatisticalRelease_March2010.pdf

Impacts 08 - The Liverpool Model, European Capital of Culture Research Programme

www.impacts08.net

Fig 20. Reported attendance at various cultural events

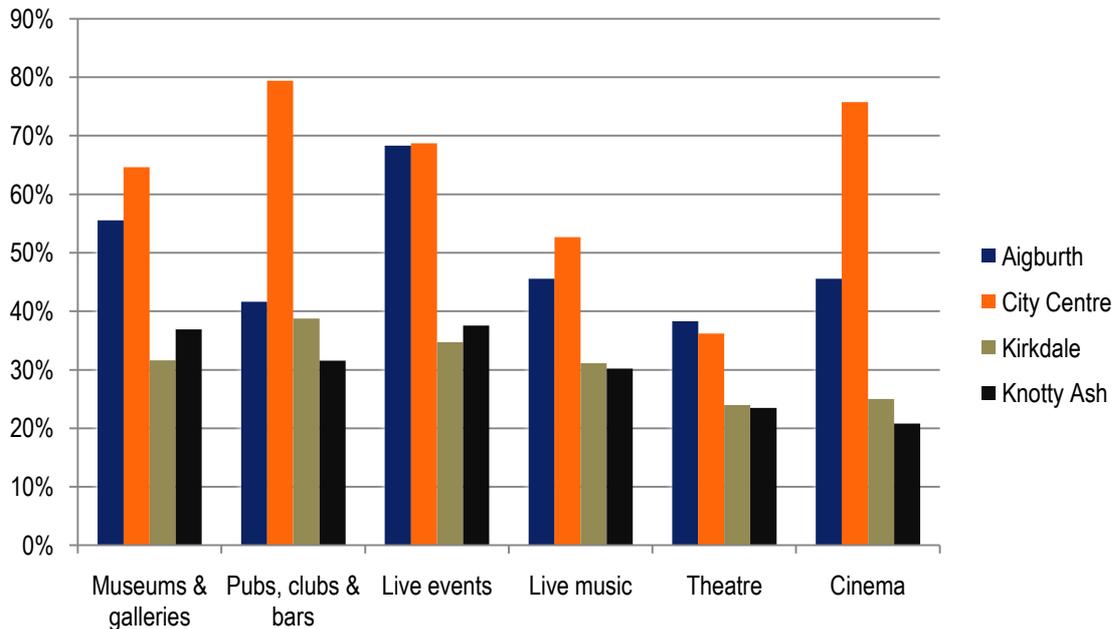


Considering data across the three years of the survey, claimed cultural participation does not - in general - change significantly over time. However, participation in live events did rise considerably for the 2009 cohort (i.e. those discussing attendance in 2008 itself, as they are looking back over a year), a result that is very likely to be to do with Liverpool ECoC.

3.5. Participation in culture – comparative analysis of neighbourhoods

The graph below is based upon responses to questions about participation in cultural events. As it uses 2009 data, events attended are most likely to have been in 2008.

Fig 21. Reported attendance at various cultural events by neighbourhood, 2009 cohort



In general, it is clear that cultural participation levels are lower among residents of *Kirkdale* and *Knotty Ash* than those in the *Aigburth* and *City Centre* neighbourhoods. For example, in 2009, whilst around a third of both *Kirkdale* (32%) and *Knotty Ash* residents (37%) had been to a Liverpool museum or gallery in the past year, this was lower than *Aigburth* (56%) and almost half the figure in *City Centre* (65%). Given *City Centre*'s proximity to many of Liverpool's museums and galleries, this may be one factor that explains the latter figure.

This general pattern appears to have stayed the same across the period of this study. Although attendance at particular types of activity has gone up or down, the comparative pattern across neighbourhoods remains the

same. More affluent/mixed neighbourhoods show higher cultural attendance than poorer neighbourhoods, and the distance from the city centre exacerbates these factors.

3.6. Barriers and drivers

Across the four neighbourhoods, our community workshops identified consistent drivers and barriers to cultural participation which were experienced by local people.

3.6.1. Drivers of cultural participation

The five drivers for cultural participation were identified as:

- i. **Community champions:** The presence of community organisations or respected individuals who were prepared to promote and encourage participation in culture in their community. The effects of this could be seen particularly strongly in *Kirkdale*, where the focus group participants had been actively engaged in the Pavilion project at the Rotunda Community College, helped by the presence of staff who were keen to champion cultural engagement.
- ii. **Community-based cultural provision:** Where community-based cultural provision was provided, this acted as a gateway to further engagement with the wider Liverpool 08 events programme and city centre cultural venues. In *Kirkdale*, community arts projects led on to a range of other activities and young people had accessed city centre venues they had not visited before ('we can take them to the Tate now and they won't cause havoc').
- iii. **Family friendly events:** It was very important to community workshop participants that events were family-friendly. In particular *Go Superlambananas*¹¹ was highlighted by many as a project they engaged with because it captured their children's imaginations, was free of cost and was scheduled appropriately in the school summer holidays. However, some events were victims of their own success, and events such as the opening ceremony, *La Machine*¹² and the Tall Ships weekend¹³ were considered by some to be inappropriate for families, especially those with younger children in buggies and prams, because of the difficulties of negotiating the crowds.
- iv. **Get people involved:** Young people in *Kirkdale* stated a clear preference for activities in which they could become actively involved rather than just being spectators. For example, they preferred the Lord Mayor's Parade to the Mathew Street Festival.
- v. **Good communication:** Getting the word out about events was seen as essential - thus, good marketing and information were vital in getting people to participate. The main sources of information for people were the *Liverpool Echo*¹⁴, word of mouth, and leaflets picked up in museums and libraries.

3.6.2. Barriers to cultural participation

The barriers to cultural participation were identified as:

- i. **Cost:** Community workshop participants reported feeling 'priced out' of participation, referencing the high cost of parking in Liverpool city centre, and the prohibitive cost of travelling on public transport with the whole family, as well as ticket prices. Survey responses from *Kirkdale*, the most income deprived of the surveyed neighbourhoods, indicated that attendance at free cultural venues (such as museums and

¹¹ A community arts led event in July and August 2008, in which decorated mini-versions of the Superlambanana sculpture were exhibited around the city. Many families took part in trails and competitions themed around this event during the school summer holidays.

¹² A street theatre performance in which a giant mechanical spider came to life and appeared in various locations in Liverpool city centre in September 2008.

¹³ A festival weekend to celebrate the start of the 2008 Tall Ships Race from Liverpool in July.

¹⁴ Liverpool's local evening newspaper.

galleries) was higher than at venues with a ticket price. In addition, figures for participation in events outside Liverpool are consistently the lowest in *Kirkdale* out of the surveyed neighbourhoods. This suggests that *Kirkdale* residents may lack the resources to travel outside the city, either for holidays, day trips or one off events.

- ii. **Location and access:** There was a sense across the neighbourhoods that the Liverpool 08 programme was too heavily focused on Liverpool city centre, and that more use could have been made of parks and other suburban locations. This is a particular issue for *Knotty Ash*, the neighbourhood furthest from Liverpool city centre, which is reliant on long bus routes for public transport access to the city. (In contrast, the *Aigburth* neighbourhood benefits from a local rail link to the city centre as well as bus transport.) *Knotty Ash* residents were also most likely to say that they felt unsafe in the city centre at night.
- iii. **Lack of information:** Where community networks for passing on information were weaker, for example in *Knotty Ash*, residents were more likely to say they did not know about ECoC. Parents in *Aigburth* also commented on difficulties in accessing information about Liverpool 08 (including problems with finding information on the website), referencing specific events such as the World Firefighter Games which they would have liked to know more about, and the application process for the 08 Live Smart¹⁵ Card. The Chinese community highlighted the lack of information produced in other languages.
- iv. **Lack of interest:** This was regularly highlighted as a reason for lack of participation in specific events, such as contemporary art exhibitions, the Le Corbusier exhibition at the Metropolitan Cathedral's crypt, and theatrical performances.

Across all of the neighbourhoods, cultural activity was much less frequent within the neighbourhood than within Liverpool city centre. In general, this is probably reflective of the lack of certain types of cultural facilities (e.g. cinemas, theatres, galleries) within neighbourhoods, as consistently over the period of the study around a third of respondents had attended the pub in their local neighbourhood. In most activities (pubs, cinema and events/festivals being the exceptions), respondents were more likely to have attended cultural events outside Liverpool entirely than within their own neighbourhood. However, in all neighbourhoods, a majority of respondents state that they spend most of their leisure time within their neighbourhood, reflecting the fact that the listed types of cultural engagement only represent a small proportion of most people's leisure interests.

¹⁵ A Capital of Culture membership card offering benefits such as discounts and priority booking for events.

4. Perceptions of Liverpool

We were interested in local people's perceptions of Liverpool, their perceptions of how the city is viewed by people outside Liverpool, and their perceptions of their own neighbourhoods. Most importantly, we wanted to see how all these perceptions may have changed over time.

4.1. Local perceptions of Liverpool

The survey asked respondents a series of questions to gauge their perceptions of Liverpool and their opinions about how Liverpool is perceived by people outside the city. The responses suggest that citizens of Liverpool have a generally positive view of their city, with an average of 85% agreement with the statement that "Liverpool is improving and has a positive future" across the three years.

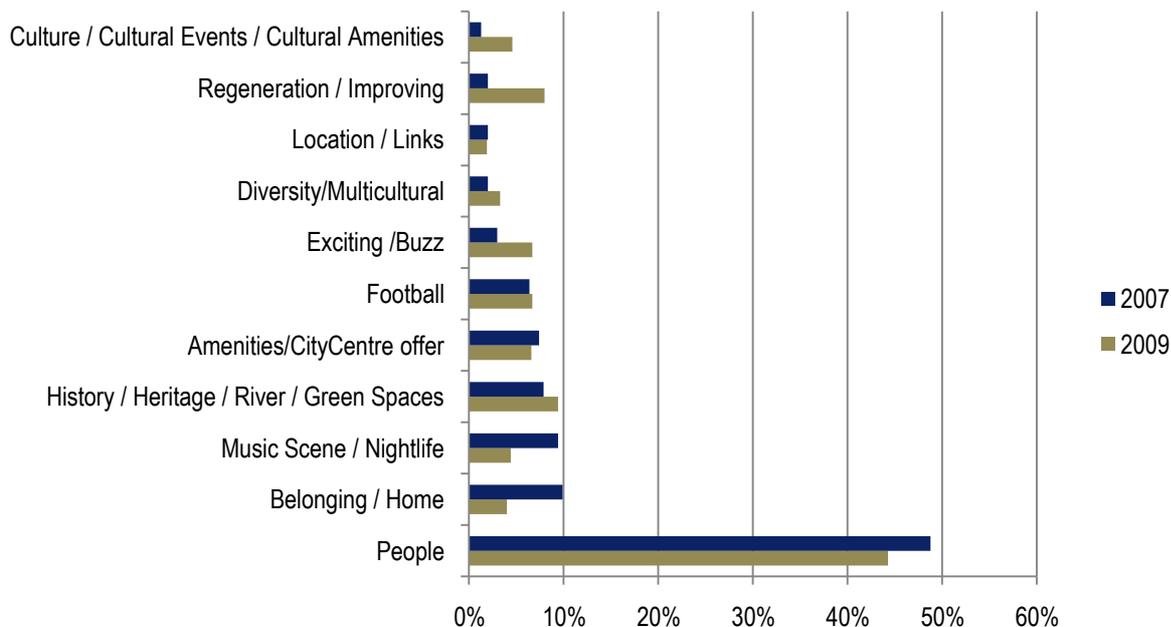
4.1.1. Liverpool in general

"Best things"

When asked "What is the best thing about Liverpool?", by far the most common response was 'the people', or a variation on that theme - in particular, the friendliness of the city, 'the sense of humour' or the 'attitude' of Liverpool people - with just under 50% of people giving this as a first response in both 2007 and 2009. A linked set of answers were 'a sense of belonging', 'being home' and 'where the family is', which accounted for 10% of answers in 2007 and 4% in 2009.

Liverpool's history and heritage - in particular, its architecture, waterfront and green spaces - were important in 2007 and 2009 (around 10% in both years), with mentions of football (including specific reference to both Liverpool and Everton FC) and the benefits of the city centre facilities accounting for around 7% of responses in both years. A few respondents described Liverpool's location as a positive (2% in both years), being on the coast and in reasonable proximity to good transport links and to rural spaces in the Lake District and North Wales.

Fig 22. Best things about Liverpool 2007 and 2009

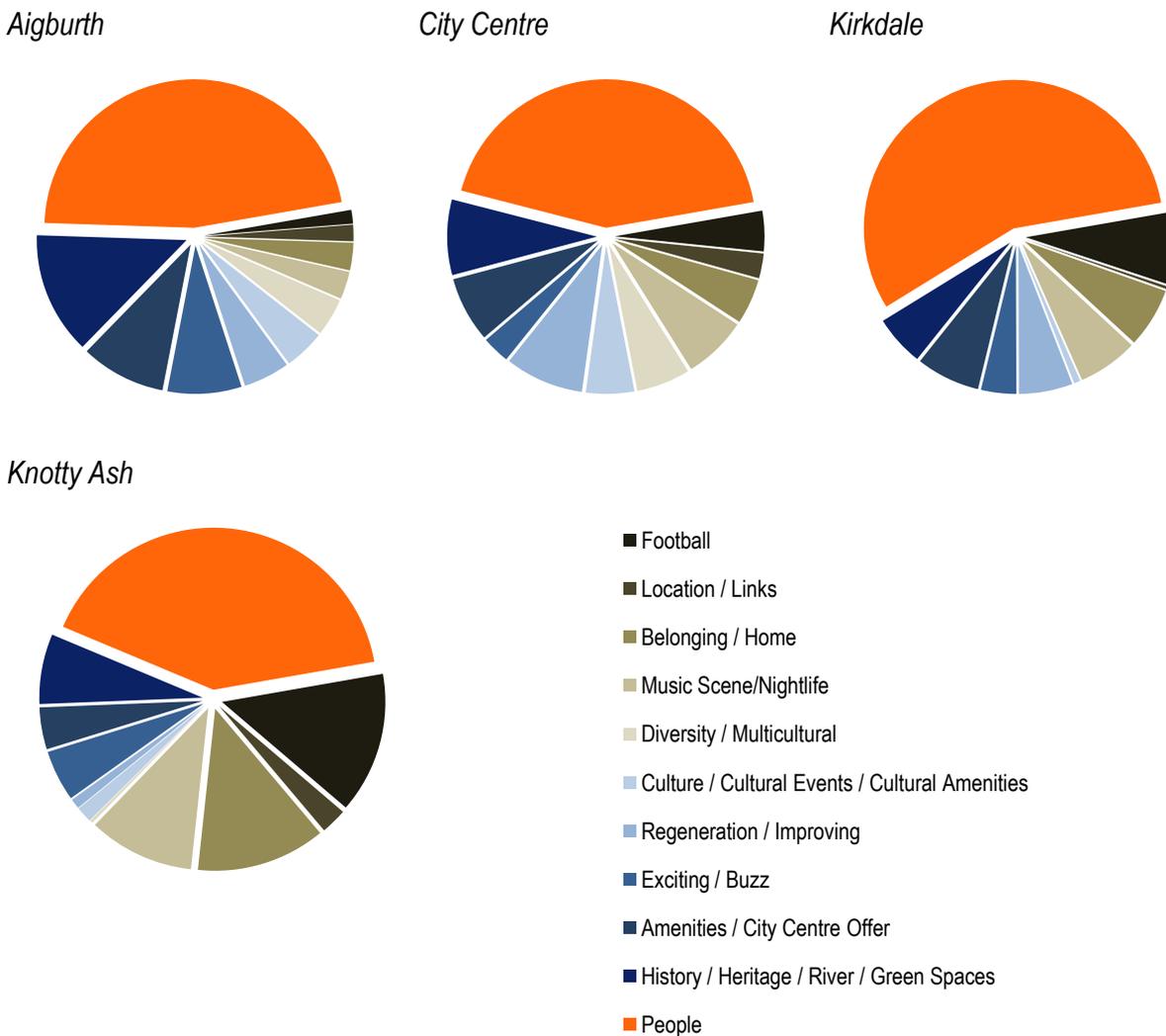


The changes which were most noticeable in 2009 included: a growth in the mention of the atmosphere/ sense of excitement (up from 3% to 7%); "Culture, creativity and the cultural offer" (including both reference to events and to specific venues – up from 1% to 5%); and comments about regeneration and specific references to Liverpool

ONE and the Arena and Conference Centre (up from 2% to 8%). There was a drop in responses, meanwhile, around the city’s music scene and nightlife, which fell from 9% in 2007 to 4% in 2009.

At a neighbourhood level there were noticeable differences, with people in *Aigburth* much more likely to mention history, heritage or green spaces and less likely to mention Liverpool people, while in *Knotty Ash* there was a higher than average percentage of people who mentioned football (14%), the music scene/nightlife (11%) and a sense of belonging/that it was home (13%). In *Kirkdale*, 56% of respondents referenced ‘the people’ as the best thing about Liverpool, while in *City Centre* it was regeneration (9%) where there was an above average response. Only in *City Centre* and *Aigburth* did anyone mention that the best thing about Liverpool was that it was diverse or multicultural.

Fig 23. Best things about Liverpool, by neighbourhood



“Worst things”

Respondents described the worst things about Liverpool overwhelmingly in relation to various types of crime and anti-social behaviour. This centred on problems with young people, vandalism and anti-social behaviour, with mention of car crime, burglary and violent crime but in much lower numbers. The percentage mentioning this as the first response in 2009 was considerably lower than in 2007 (at 35% compared with 43%). ‘Nothing’ was the second most popular response in 2007 (13%) and dereliction/unemployment (18%) in 2009, both far behind crime.

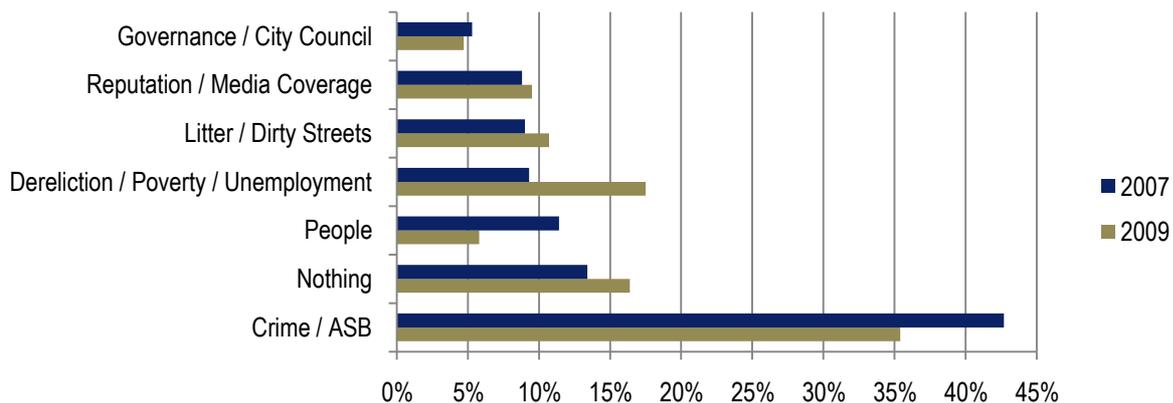
In 2007, people were also rated as the worst things by 11% of respondents. The fact that ‘people’ appears in both best and worst lists is worth noting. From the community workshops in *Kirkdale* and *Knotty Ash*, one explanation for this is that people in Liverpool have a unique attitude, character and communication style. Whilst mostly this is valued by respondents and overwhelming seen as a good thing, sometimes it also represents a negative. This is perhaps best summed up by a comment by a resident of *Kirkdale* in the community workshop there:

‘people are a double-edged sword; you get the good and the bad. There are the professional moaners, the victim-mentality, but at the same time, people are very vocal and don’t take things lying down’
 Older Person, *Kirkdale*

References to continuing dereliction and poor quality urban environments, to the road works and disruption caused by building work, and to continuing poverty, unemployment, and exclusion, rose in 2009 (from 9% to 18%), although this might have related to a number of (at the time) incomplete regeneration projects. Dirty streets – especially littering - featured heavily in both 2007 and 2009, with around 10% of responses.

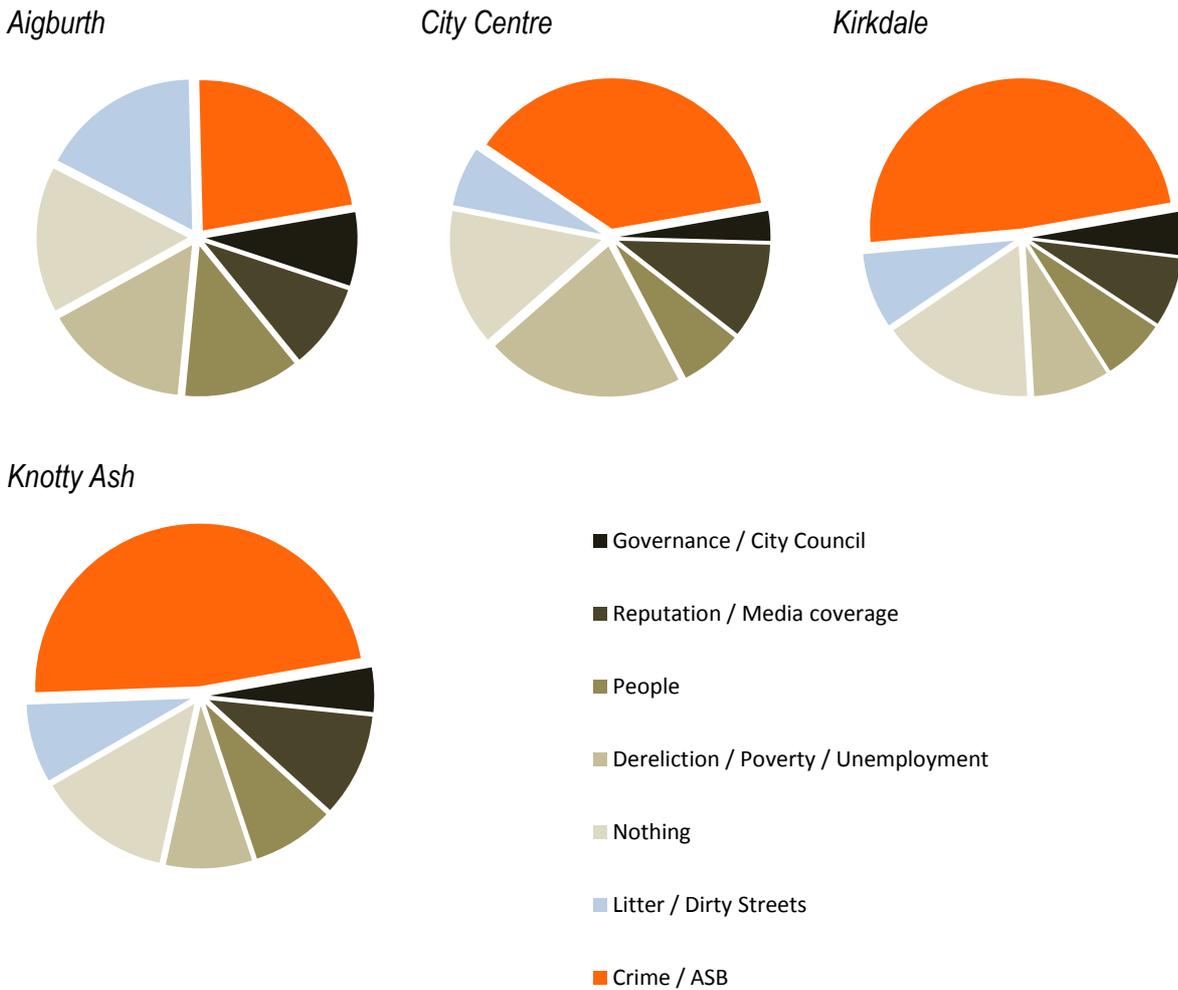
There were also comments in both years about the bad external image of the city (around 10%) and about the governance of the city, almost entirely with specific mention of Liverpool City Council, at 5% in both years. Overall, apart from crime or anti-social behaviour and dereliction, responses were mostly consistent across 2007 and 2009.

Fig 24. “What is the worst thing about Liverpool”



There were striking differences in responses to this question at a neighbourhood level, in particular in how much crime and anti-social behaviour (ASB) is mentioned, with nearly 50% of people in *Kirkdale* and *Knotty Ash* mentioning it, while only 23% of people in *Aigburth* do. This is partly explained by the sorts of crime/ ASB specified (i.e. relating more to the petty crime and ASB - e.g. graffiti, ‘youths hanging around’ and rowdy behaviour) than drugs or guns (although drugs in particular were regularly mentioned). People in *Aigburth* were more likely to mention the people (e.g. rudeness, loudness) and litter and dirty streets.

Fig 25. "What is the worst thing about Liverpool?", by neighbourhood

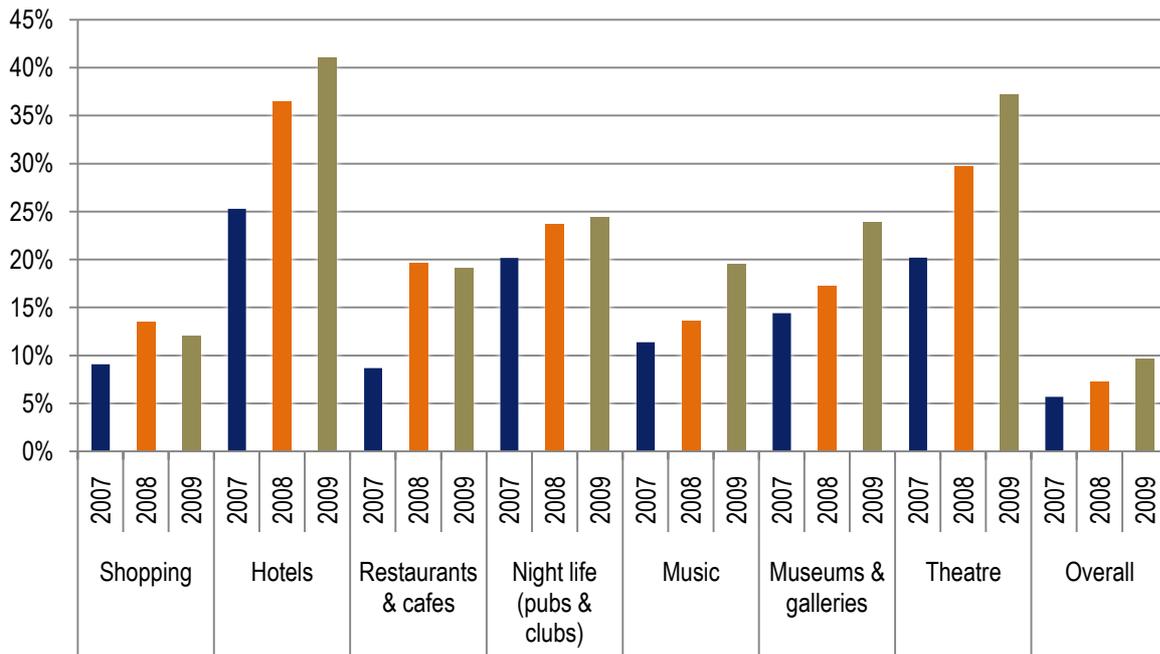


4.1.2. Liverpool's cultural offer

In 2007, across a range of examples (including shopping, hotels, music and theatre), the majority of respondents described Liverpool's facilities as either better than or about the same as those of other cities in Britain, outside London. Only with regard to shopping did a significant number of respondents (29%) think that Liverpool's facilities were worse than those of other cities. By 2009, residents' view of Liverpool's shopping facilities had improved, with only 8% of respondents believing that Liverpool's shopping facilities were worse than those of other cities, and 44% actively identifying them as better. This reflects developments - such as Liverpool ONE, a major new shopping centre, opened in 2008 and 2009 - vastly changing the amount, range and quality of shopping on offer in Liverpool City Centre.

However the picture in relation to other types of facility is very mixed, largely because of an increase in respondents who did not feel able to answer the question. The percentage of 'don't knows' increased significantly between 2007 and 2009. As suggested earlier, this is perhaps because Liverpool residents were still getting to know the much changed city centre and its new facilities, and did not yet feel ready to offer an opinion on how Liverpool compares with other places.

Fig 26. Percentage of people who 'Don't Know' how Liverpool's offer compares to other cities



4.1.3. Crime in Liverpool

There was a decision made to ask a range of questions about crime, as crime remains a significant issue across Liverpool communities. As described above, for nearly a half of respondents in the 2007 survey, crime or anti-social behaviour represented the worst thing about Liverpool. In addition it was seen as a problem externally, as in 2007, 31% of people surveyed nationally listed crime as one of the worst things about Liverpool¹⁶ and 19% thought crime was worse in Liverpool “than other large cities apart from London.”¹⁷ At the same time, crime levels have been falling in Liverpool: violent crime involving guns has been reducing since 2007, and theft from a motor vehicle and theft of a motor vehicle have both dropped between 2008 and 2009.¹⁸

Views on crime

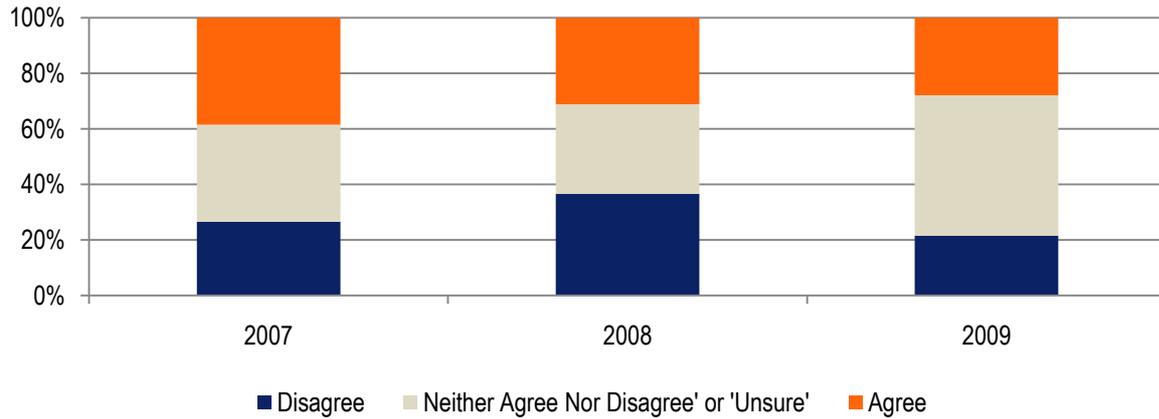
Local residents' views on crime and safety are mixed. The proportion of people agreeing or strongly agreeing with the statement “I feel that crime is dropping in the city” fell between 2007 and 2009 (from 39% in 2007, to 31% in 2008, and 28% in 2009). However, those disagreeing (or greatly disagreeing) with the statement also fell by five percentage points over the three year period. The numbers neither agreeing or disagreeing, or unsure, rose, from 16% from 35% in 2007 to 51% in 2009.

¹⁶ From GfKNOP survey of adults, across UK, carried out 2005-2008, commissioned by Liverpool Culture Company.

¹⁷ GfKNOP survey, as above.

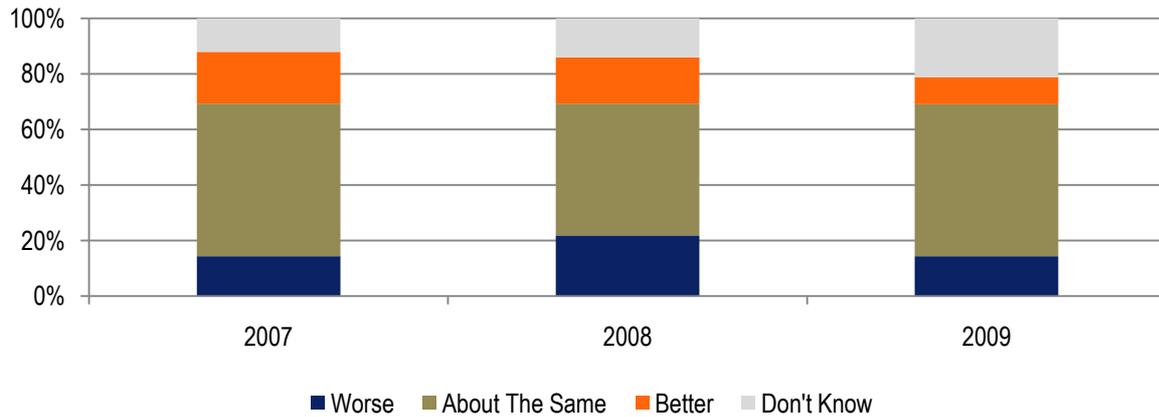
¹⁸ See Citysafe Fact Sheet, June 2009, <http://www.liverpool.gov.uk/Images/tcm21-161286.pdf> (accessed 2/6/10).

Fig 27. "I feel that crime is dropping in the city" percentage response



The apparent confusion about how much of a problem crime is may relate to a difference between perception of crime as experienced firsthand or by word of mouth, and that reported in the media. In general there is a view amongst residents that crime in Liverpool is better or the same as in other cities (over 60% agree in all years) - only up to 20% think it is worse than in other cities.

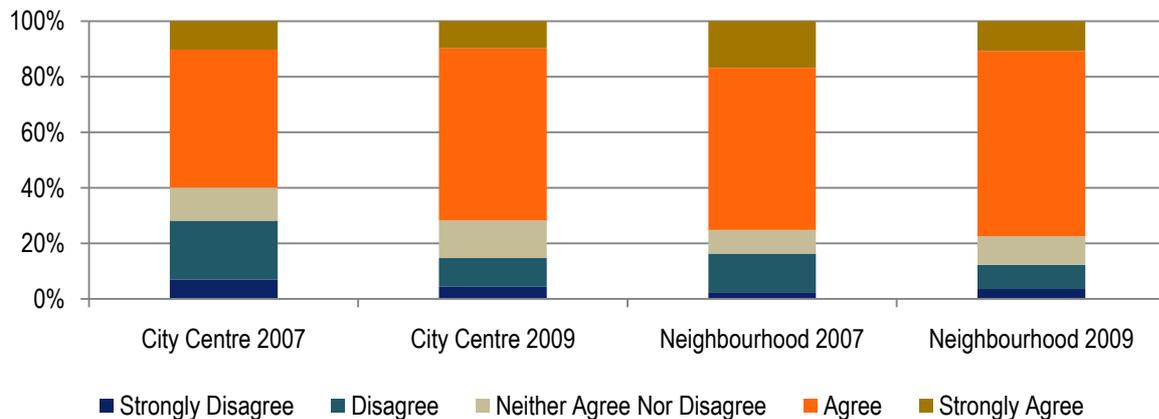
Fig 28. Crime in Liverpool compared to other cities (outside London)



Feeling of safety

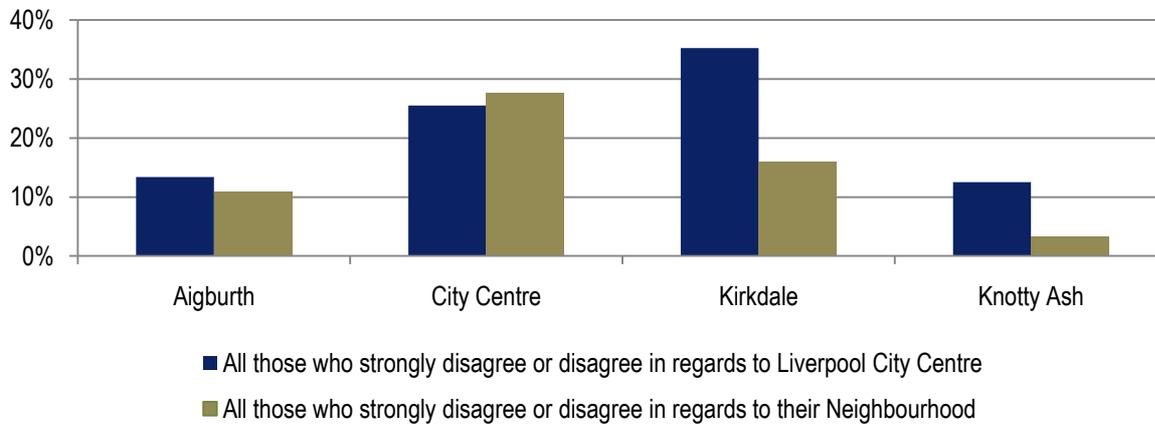
When asked about their feeling of safety residents were more likely in 2009 than in 2007 (70% compared to 60%) to say they felt safe in Liverpool city centre (and perception of safety remained high within local neighbourhoods between 2007 and 2009).

Fig 29. "I feel safe having a night out in Liverpool City Centre / this neighbourhood", % of respondents



However at a neighbourhood level this question received very different answers. People from *Kirkdale*, and in particular *Knotty Ash*, were far more likely to feel unsafe in Liverpool City Centre than those from *City Centre* or *Aigburth* neighbourhoods. *Knotty Ash* residents tend to feel safe in their neighbourhood at night but in *Kirkdale* over 25% of people felt unsafe on a night out locally, higher than for a night out in the city centre

Fig 30. Disagreement with "I feel safe having a night out in..." Liverpool City Centre or own nbd



Confidence in policing

There has been a slight increase in confidence levels in the police, with 45% agreeing or strongly agreeing that "the police deal effectively with the crime issues in this neighbourhood in 2009", compared to 43% in 2007.

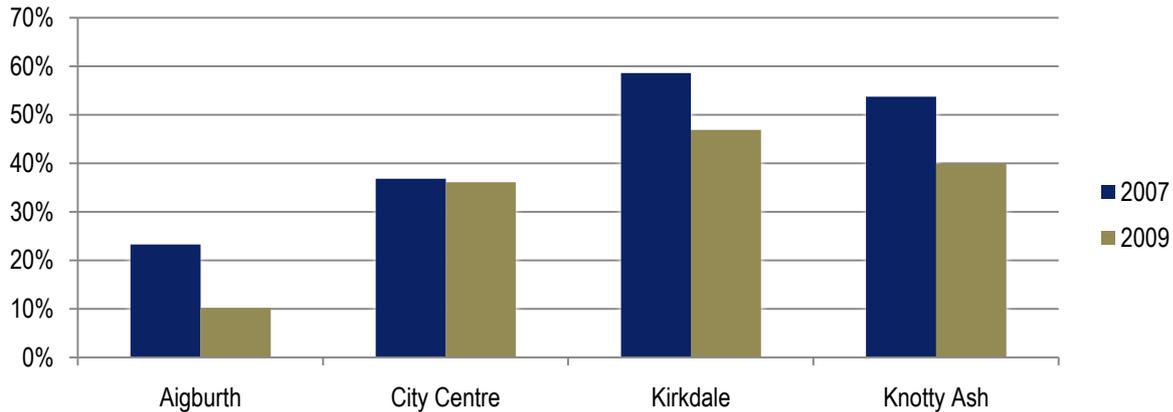
In community workshops in both *Knotty Ash* and *Kirkdale*, crime was discussed as part of a wider conversation about the cultural landscape of those communities. Older people in *Knotty Ash* cited fear of crime and violence as a barrier to engagement in cultural events and activity, while younger participants described a culture of a 'lack of trust – even the churches are padlocked' as a barrier to their active engagement in the community. In *Kirkdale*, children described the neighbourhood as divided, with 'clear no go areas' and boundaries reinforced by older children.

However, they had been able to take advantage of opportunities to access cultural projects in their immediate neighbourhood (notably the Rotunda Pavilion) which had been the starting point for further participation and attendance at events based in the wider neighbourhood and in Liverpool city centre.

Crime in neighbourhoods

While the number of people who agree that "anti-social behaviour and crime is a big issue locally" has remained consistent in *City Centre*, in the three other neighbourhoods it has dropped by between 12 and 14 percentage points. In *Aigburth*, there was a fall of 13 points, even though those agreeing in 2007 were only 23%.

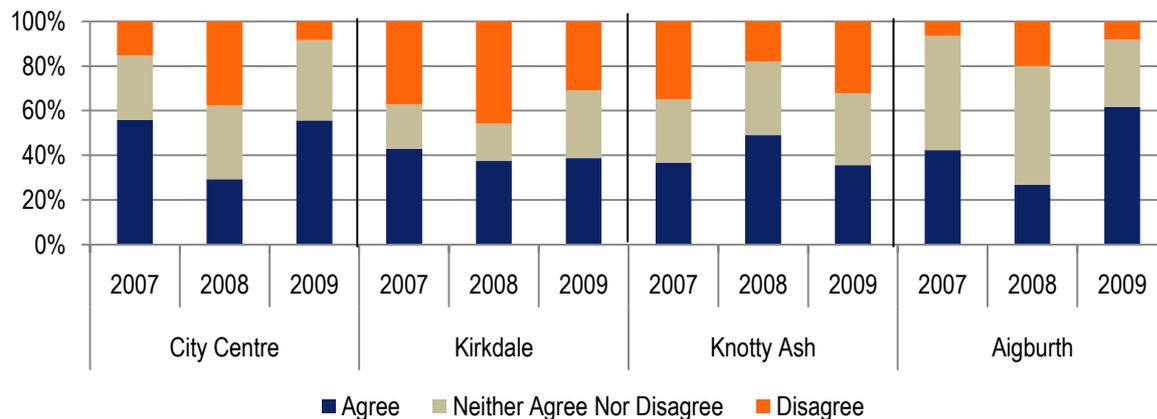
Fig 31. Those agreeing with the statement "Anti-social behaviour and crime is a big issue locally"



In 2007, 44% of respondents believed that crime was decreasing in their own neighbourhood. In 2008 this figure had dropped to 37%. However, by 2009 confidence appears to have returned to its previous level, with 49% of respondents agreeing that crime is dropping in their neighbourhood.

These figures mask significant differences between the neighbourhoods, with the numbers of residents who believe that crime is dropping in the neighbourhood falling between 2007 and 2009 in *Kirkdale*, remaining consistent in *Knotty Ash* and *City Centre*, and rising considerably in *Aigburth*.

Fig 32. Crime is dropping in this neighbourhood



In each community, residents are more likely to think that crime is dropping in their neighbourhood than to think that crime is dropping across the whole city. For example, in *Aigburth*, while 62% of respondents in 2009 felt that crime in *Aigburth* was dropping, only 17% of respondents felt that crime was dropping in the city.

Overall, it is hard to paint a clear picture and further research is needed, particularly if there is to be any link made between changing perceptions of crime and Liverpool ECoC. However, there are small signs of a shift in views on crime: while there are not any major changes in perception, there is an increase in people who are unsure about whether crime is getting worse, and generally people think that crime is the same as, or even less than it is, in other cities. In addition, there is an increase in the sense of safety, with people more likely to feel safe going out at night in Liverpool city centre and remaining confident about going out locally. This varies between neighbourhoods, with *Kirkdale* people in particular feeling less safe locally than in town. There are some indications that residents' perceptions of crime are partly driven by media coverage, as they universally have a higher perception of the safety of their own community and more positive views on how it is changing than for the city as a whole.

4.2. Views on external perceptions of Liverpool

4.2.1. Popular perceptions

In 2007, the majority of respondents (54%) felt that people outside Liverpool generally tend to view the city negatively. However, only 5% felt that this situation was getting worse, while 65% felt it was improving. By 2009, the percentage of respondents who felt that people outside Liverpool had a negative view of the city had dropped to 39%, a decrease of 15%, with those thinking the situation is improving rising to 72%.

Fig 33. "How do you think Liverpool is viewed by people externally?"

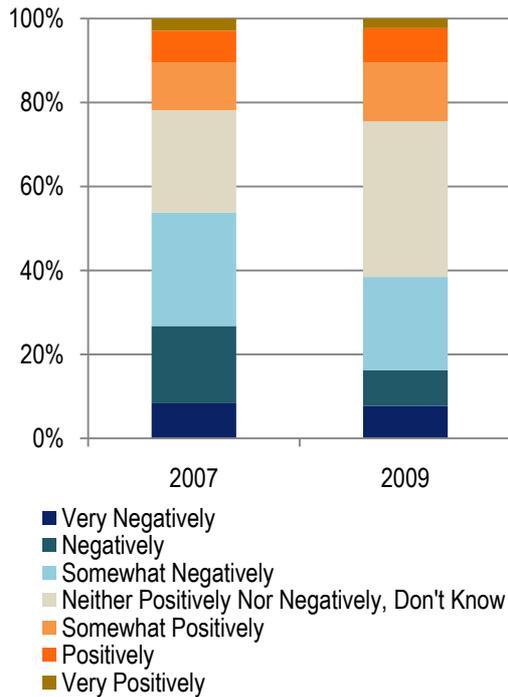
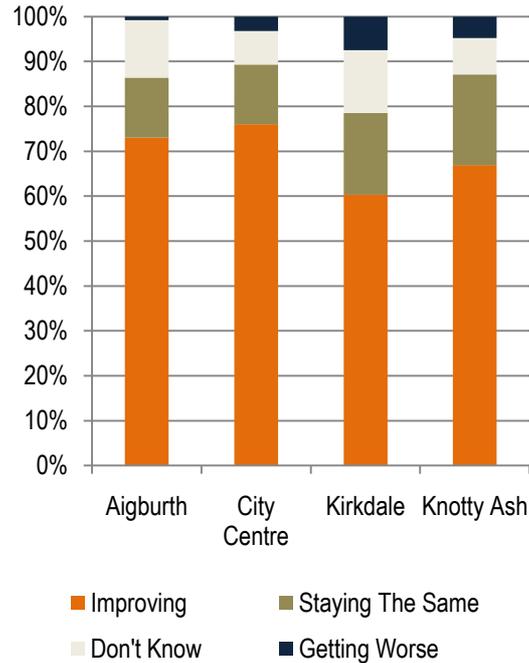


Fig 34. "How do you think the view of Liverpool from people outside the City is changing?" in 2009



This improvement was, in the main, seen as the result of new city centre developments and publicity arising from ECoC, and from the positive word of mouth being spread by visitors and students coming to the city. 86% of respondents in 2009 agreed that ECoC had given people outside the city a more positive impression of Liverpool, a figure which has remained consistently high throughout the survey period. However, a minority of respondents felt that attitudes to Liverpool outside the city were entrenched and efforts to improve Liverpool's image were undermined by the national media and by continuing high levels of poverty and unemployment, and by Liverpool's history of racial division.

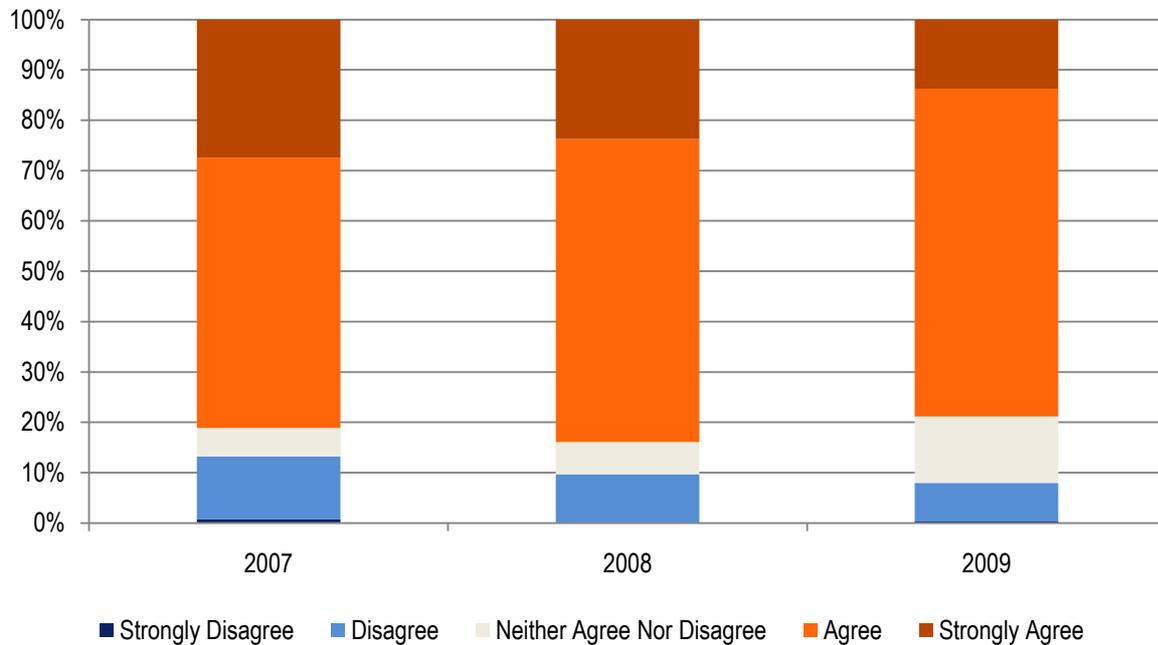
Figures from GfK NOP research commissioned by Liverpool Culture Company suggests that residents in Liverpool are underestimating substantially the positive attitudes to Liverpool held by many outside the city. Whereas in 2009 only 23% of Liverpool residents think that those outside the city view Liverpool positively, in the GfK NOP 2008 survey 60% of respondents from outside the North West claimed to be very or fairly positive about Liverpool.¹⁹ Perhaps more importantly for Liverpool, the percentage of those with a negative view dropped, with a 'rest of UK' fall from 20% to 14%. The percentage of those with a very positive impression rose, meanwhile, from 18% to 23%.

¹⁹ From GfK NOP survey of adults, across UK, carried out 2005-2008, commissioned by Liverpool Culture Company
 Impacts 08 - The Liverpool Model, European Capital of Culture Research Programme
www.impacts08.net

4.2.2. Media reporting

In general, there is a very strong sense that Liverpool is presented in negative ways by the national media, with 77% of respondents across the years feeling that Liverpool was mostly presented in negative ways by the national media. However, there appears to be a slight sense that this is improving as the figure in 2008 was under 80% and those strongly agreeing dropped year on year from 27% in 2007 to 13% in 2009.

Fig 35. "Liverpool is mostly presented in negative ways by the national media"



Impacts 08's media analysis²⁰ shows that, in fact, press reporting in Liverpool has become less negative overall, dropping from around 50% negative in the mid-1990s to 33% negative in 2008. Instead, there has been a growth in the proportion of neutral stories, making reporting on Liverpool more like that on any other city.

4.3. Perceptions of individual neighbourhoods

4.3.1. Snapshot comparisons

Although views differed within the neighbourhoods, there were some clear patterns across each. People in *Kirkdale* and *Knotty Ash* were far more likely to disagree or greatly disagree that "people like living in this neighbourhood". Interestingly, there was a massive rise in disagreement in *Knotty Ash* between 2007 and 2009. Respondents in all four neighbourhoods felt there was a strong sense of community in their neighbourhood, although agreement on this fell between 2007 and 2009 across the board; however, agreement remained highest in *Kirkdale* and lowest overall in *City Centre*.

In terms of perceptions of their neighbourhood's future, there was a clear split between *Kirkdale* and *Knotty Ash*, on the one hand, with around 30% disagreement with the statement "Things are improving in this neighbourhood", and *City Centre* and *Aigburth*, with around 10%. In all neighbourhoods, levels of disagreement dropped between 2007 and 2009, pointing to a more positive view overall.

Kirkdale residents were by far the most likely to think that their neighbourhood was reported negatively in the local media, with around 70% agreeing in 2007 (although down to under 50% in 2009). *City Centre* and *Knotty Ash* were roughly the same, and *Aigburth* residents hardly agreed at all.

²⁰ See Media Impact Assessment (part II): evolving press and broadcast narratives on Liverpool from 1996 to 2008 (2010) at www.impacts08.net

Fig 36. % disagreement with "People like living in this area"

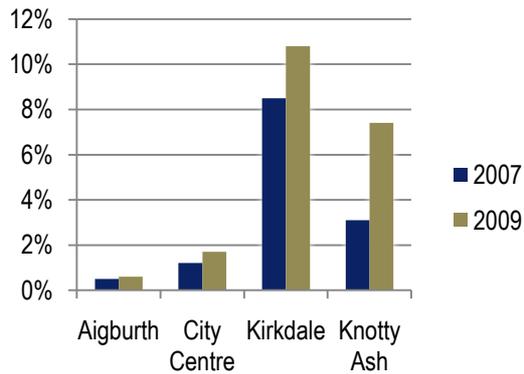


Fig 37. % agreement with "This neighbourhood has a strong sense of community"

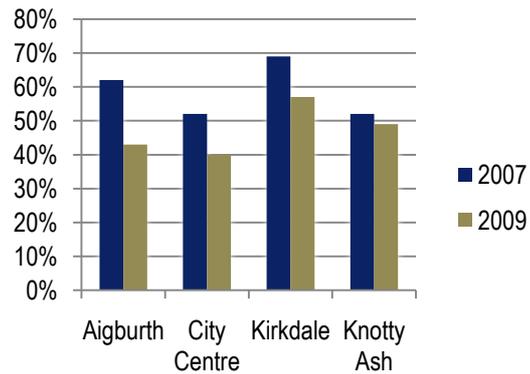


Fig 38. % disagree with "Things are improving"

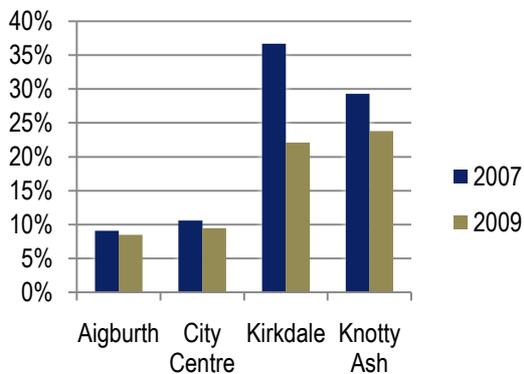
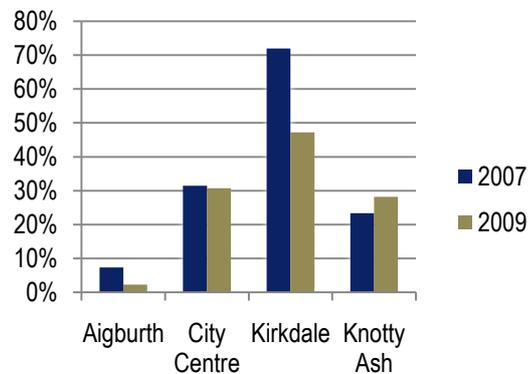


Fig 39. % agree with "This neighbourhood always presented negatively in local media"



4.3.2. City Centre

In 2007, *City Centre* residents reported high levels of satisfaction with their neighbourhood, with 86% of those surveyed agreeing that people liked living there, and only one individual respondent disagreeing. 62% felt that *City Centre* was improving. Just over 30% of respondents felt that *City Centre* was negatively represented in the local media, a figure which remained roughly the same in 2009. However, by 2009, the number of people who agreed that people liked living in the area had dropped slightly to 81%, although the number who felt that the neighbourhood was improving remained the same.

Popular attributes of the neighbourhood were described mainly in terms of the proximity to Liverpool city centre amenities, closeness to work and nightlife, and the quality of cafes and restaurants. People also described the area's 'sense of community', although in the surveys, those agreeing in 2009 that "The neighbourhood has a strong sense of community" was the lowest across neighbourhoods at 40%.

Other issues mentioned were its improvement through regeneration, and its diversity. However, the proximity to Liverpool's nightlife was also a major issue for local residents in terms of anti-social behaviour, late night noise, parking problems and litter. Residents also reported significant issues with anti-social behaviour from local young people, sometimes related to the fact that there is nothing available for them to do.

4.3.3. Aigburth

Aigburth had the highest 'approval rating' from its residents, with 97% agreeing that people liked living in the neighbourhood in 2007. 51% felt that the neighbourhood was improving in 2007, and this figure dropped to 33%

by 2009. Only 7% felt that *Aigburth* was presented negatively in the local press, a figure which remained consistently low at only 2% in 2009.

Respondents described the neighbourhood as quiet and peaceful, with good transport links, schools and plentiful attractive green spaces. They also felt that there was a strong sense of community, with many making reference to their 'good neighbours'. Concerns related to heavy traffic and parking problems, issues with 'gangs of lads' and 'kids playing football', and inadequate local shopping facilities including post offices and supermarkets.

4.3.4. Kirkdale

In 2007, 83% of *Kirkdale* residents felt that people liked living there, a figure which had dropped by 19% to 65% in 2009. 51% of respondents in *Kirkdale* felt that the neighbourhood was improving in 2007, a figure which similarly dropped to 44% by 2009. However, residents responses suggest that they have less concern over the media coverage given to the area, as the number of respondents who either agreed or strongly agreed with the statement that "this neighbourhood is always presented negatively in the local media" dropped from 72% in 2007 to 47% in 2009. However, even at its lowest, this is a significantly higher percentage than in *Aigburth* (see section 4.3.3.).

Kirkdale did, however, report the highest levels of community spirit consistently across both the 2007 and 2009 surveys, with 69% (2007) and 57% (2009) agreeing that the neighbourhood had a strong sense of community.

Overwhelmingly, the positive aspects of *Kirkdale* were described by respondents as being the people, friendly neighbours and a good sense of community. In addition there were also some references to *Kirkdale's* proximity to the city centre and good public transport links. When asked the worst things about the neighbourhood, respondents described the neighbourhood as facing significant issues in terms of drugs, prostitution, 'gangs', anti-social behaviour by young people, and lack of amenities. The extent of dereliction, the number of boarded up properties and the poor quality of the urban environment were also mentioned frequently.

It was clear from young people that divisions in the community, and gangs of young people being very territorial about their immediate neighbourhood, remain significant issues. However, there was a feeling that this was improving in response to strong efforts within the local community, many centred around arts and cultural projects.

4.3.5. Knotty Ash

In 2007, 91% of *Knotty Ash* residents agreed that people liked living in the neighbourhood, a figure which dropped to 79% in 2009. This neighbourhood rated joint lowest - with *City Centre* - in terms of levels of community spirit in 2007 (although it did see the lowest fall from 2007 to 2009).

Only 44% of respondents agreed that the area was improving in 2007, a figure which dropped to 40% in 2009, the lowest of the neighbourhoods. 23% agreed that the area was presented negatively in the local media. These figures remained consistent in 2009.

Knotty Ash was described by residents as quiet, green and peaceful, with good local shops and amenities and good transport links into the *city centre*. Several people referenced local older people as the best thing about *Knotty Ash*, suggesting the presence of a settled and long established community. The most frequently referenced issues in the neighbourhood related to anti-social behaviour by young people who hang around parks and shops, poor maintenance of roads and gardens, and traffic problems.

5. Summary Conclusions

Overall, Liverpool residents both attended ECoC events and broadly supported Liverpool ECoC, in particular, seeing positive outcomes for the city in terms of image change and regeneration. There is more scepticism about the likelihood of ECoC making a great difference in their neighbourhoods.

5.1.1. Views of Liverpool ECoC

- i. **Strong participation:** Two thirds (66%) of Liverpool residents took part in at least one ECoC event during 2008. The highest participation rates were amongst *Aigburth* residents (78%), the lowest in those from *Kirkdale* (56%).
- ii. **Mixed knowledge of ECoC:** Residents in *Aigburth* were more confident in their knowledge of ECoC than those in other neighbourhoods. 47% knew at least 'a reasonable amount' about what ECoC was about. However, across the four neighbourhoods, the percentage of people who said they knew 'nothing' or 'very little' about ECoC remained around 25%.
- iii. **Stand out events:** La Machine, Go Superlambananas and the Tall Ships Festival, all of which were free of charge, mass audience, open air events, stand out as the ECoC events most widely mentioned by local people.
- iv. **A festival for the people?** The survey findings suggest that broadly, residents did feel that their needs were catered for within the Liverpool 08 programme. While 21% of residents supported the statement that "there weren't things for ordinary people" in 2008, 65% disagreed with this.

This varied between *Aigburth*, where only 3% of residents agreed with the statement that there were no things for ordinary people in 2008, and *City Centre* (20%), *Knotty Ash* (30%) and *Kirkdale* (33% agreement).

- v. **Positive outcomes of ECoC:** Overall, residents feel that ECoC has produced benefits for Liverpool, with the "best things" about ECoC being, in ranking order:
 - **Regeneration/ city improvement;**
 - **Image change;**
 - **Increased numbers of tourists visiting Liverpool;**
 - **The events programme;**
 - **Community cohesion/ pride;**
 - **Shopping.**
- vi. **Value for money:** There was a notable increase in confidence in the value of Liverpool ECoC as a worthwhile investment, with the percentage of residents feeling that money would be wasted dropping from 48% in 2007, to 23% in 2009. This is most marked in the poorer neighbourhoods, with agreement in *Knotty Ash* dropping from 74% in 2007 to 33% in 2009.
- vii. **Widespread benefits?:** There is still some scepticism about the breadth of impact, with only *Aigburth* showing a rise in the percentage of people thinking that "everyone will gain from Capital of Culture", and a drop in people feeling that "only the city centre will benefit". By 2009, the percentage of respondents (from all neighbourhoods combined) feeling that only the city centre will benefit was still 56% (although it was down to 33% in *Aigburth*). Similarly, confidence that ECoC would make a difference to their neighbourhoods remained below 50% in 2009.

5.1.2. Cultural participation

- i. **What is culture?:** Survey respondents define culture in a wide range of ways, with most spontaneous answers relating to the arts (in particular, art, museums, music and heritage), but also many talking about lifestyles, including local customs and diverse ethnic traditions. These ways of defining culture have remained consistent over time.
- ii. **Broad cultural interests:** Liverpool residents have an interest in culture which is generally similar to the national average and slightly higher in terms of museums and galleries. Numbers of those 'very' or 'quite' interested in a range of cultural forms more or less remained the same from 2007 to 2009 - the exception being 'events and festivals', where interest rose by 10 percentage points.
- iii. **ECoC as a catalyst for increasing cultural interest:** However 37% of respondents claim that the ECoC has made them more interested in cultural activities, a figure which rises to over half in the *City Centre* neighbourhood and numbers of people who state that they are not at all interested in various cultural forms have also dropped over the survey period.
- iv. **Drivers to cultural participation:** Community champions to promote activity; community-based cultural provision; family friendly events; good marketing and communication; and events that you can take part in encouraged people to attend cultural activity. In particular the difference made to Kirkdale by the opportunities to engage through the Rotunda Pavilion of the Liverpool Biennial show the benefits of community based high quality cultural offer.
- v. **Barriers to cultural participation:** The cost of transport and parking; places that are hard to reach; lack of information; and not being interested in the events on offer were identified as things that made people less likely to participate.

5.1.3. Perceptions of Liverpool

- i. **The positive side:** Residents of Liverpool describe the best things about the city as being its people, the waterfront and green spaces, music and nightlife, and football. Many residents also now feel that the best thing about Liverpool is its recent regeneration and improvement.
- ii. **The negative side:** Negative things about Liverpool have been consistently described as various forms of crime and anti-social behaviour, and continuing poverty and unemployment.
- iii. **Confidence in external perceptions:** Residents believe that the view of Liverpool held by people outside the city has improved as a result of ECoC. Around three quarters of respondents still feel that the national media's presentation of the city is mostly negative, although the perception is that this situation is improving.
- iv. **Small signs of shift in views on crime:** Crime is seen as a problem in Liverpool, with 50% of people viewing crime and anti-social behaviour as the worst things about the city. While there were not any major changes in perception, there was an increase in people who are unsure about whether crime is getting worse, and generally people think the problem of crime is the same as, or even less than it is, in other cities.
- v. **Small increases in sense of safety:** Linked to crime, the sense of safety in Liverpool city centre has improved, with people more likely to feel safe going out at night in the city centre and remaining confident about going out locally. This varies between neighbourhoods, however, with *Kirkdale* people in particular feeling less safe locally than in town.

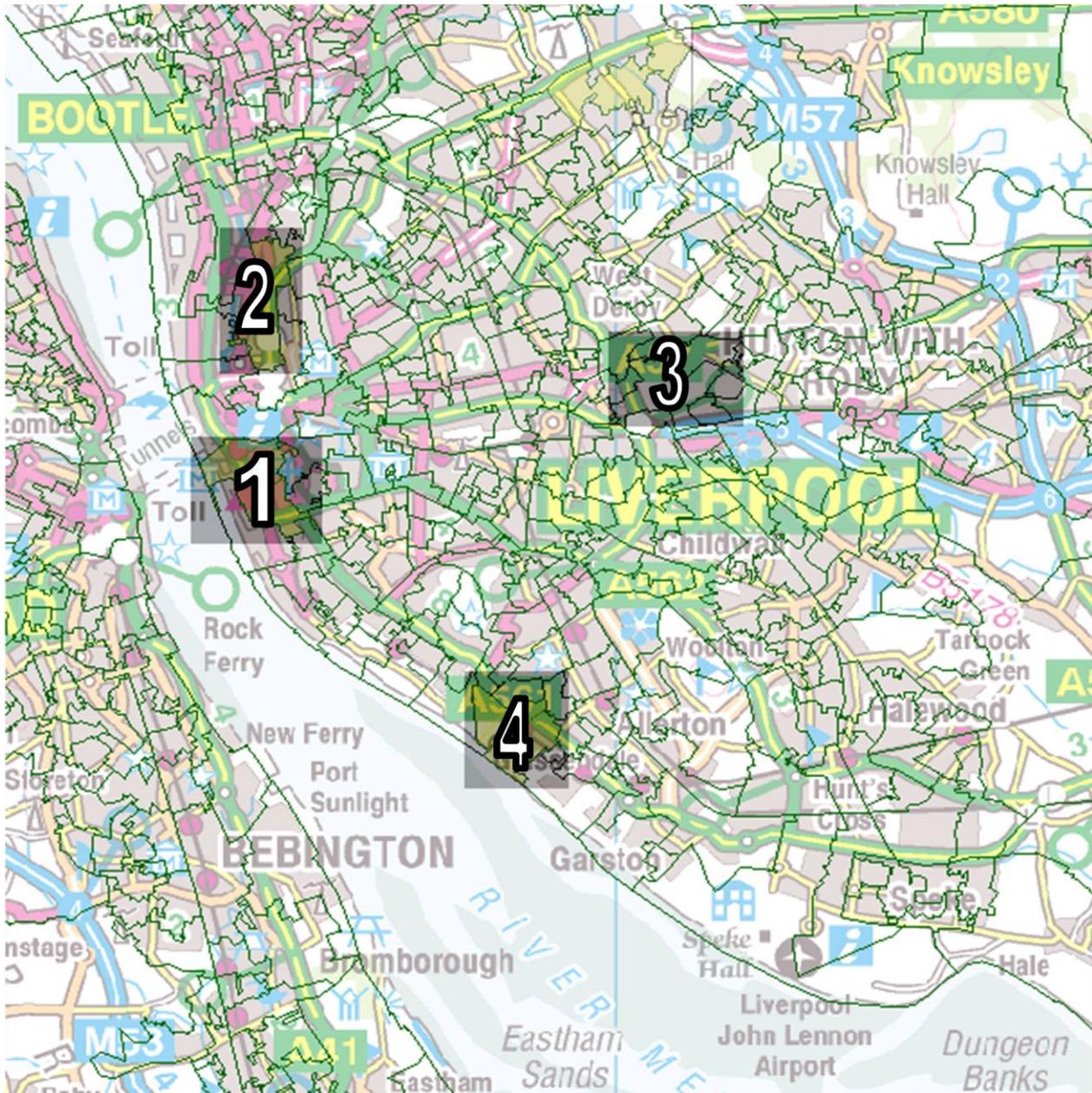
- vi. **A positive future:** Confidence that Liverpool is improving and has a positive future has remained consistently high (86% in 2009) throughout the research, and is high in all four surveyed neighbourhoods.

Further work is needed both to continue to map impacts of Liverpool ECoC in these neighbourhoods and also to analyse the existing data more deeply than has been possible in this report.

6. Appendices

6.1. Appendix 1 - Mapping the four local neighbourhoods

Overview location map of study areas



© Crown copyright Ordnance Survey. All rights reserved. (Licence no. 100029067.)

Key Statistics for Area 1: Southern City Centre/Riverside/Ropewalks

Location

The maps above show the first location for the local area studies. Area 1 contains locations such as the FACT centre, Central Station and Chinatown. Its northern boundary follows Church Street and Lord Street, and its southern boundary extends down to Parliament Street, ending in the area around Stanhope Street. It is composed of 2 lower Super Output Areas in the city centre– Liverpool 033A and 037B.

Deprivation

The average Index of Multiple Deprivation score for this area is 68.45.

The weighted average for Liverpool is 58.05.

(The southern section of Area 1, SOA 37B, has an IMD of 79.42, the 29th most deprived area in England and Wales)

Population

The total population of this area is around 2,200. The make-up of this population is detailed below and right.

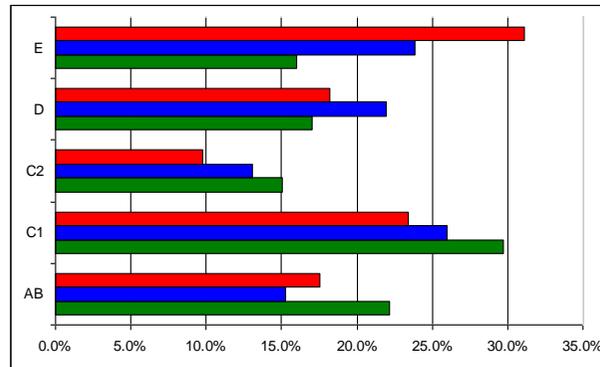
Sex

The table below shows that males are over-represented in Area 1.

| | Area 1 | Liverpool | England |
|--------|--------|-----------|---------|
| Male | 50.4% | 47.7% | 48.7% |
| Female | 49.6% | 52.3% | 51.3% |

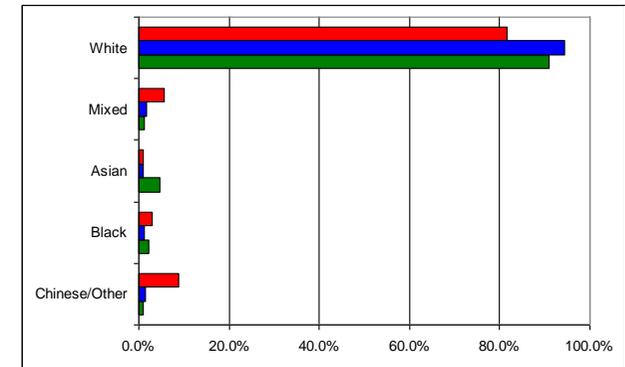
Key to Graphs

■ England ■ Liverpool ■ Area 1



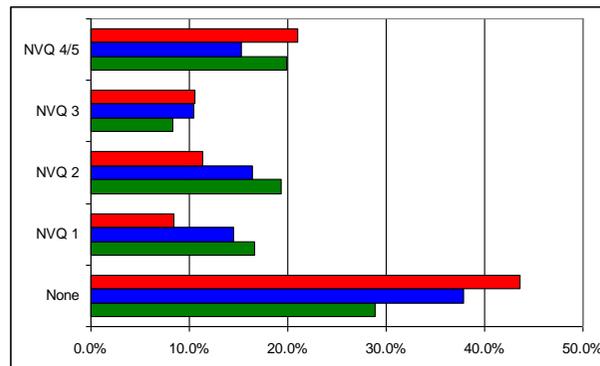
Social Grade

This chart shows that, although the most prevalent social grade in Area 1 is grade E, the proportion of those in grade AB is higher than that in the city as a whole, demonstrating a very diverse populace.



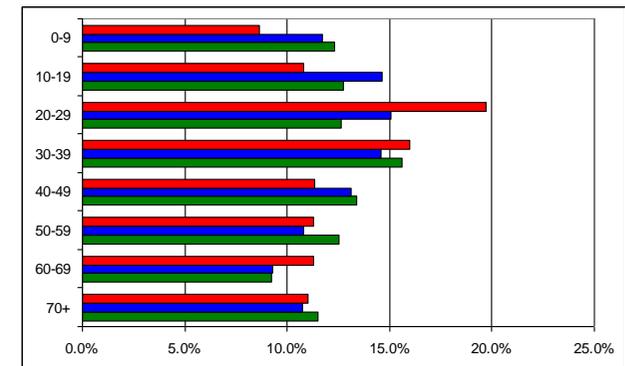
Ethnicity

From this chart we can see that Area 1 is more ethnically diverse than either Liverpool or England as a whole. This area has approximately an 80% white population - England has a 90% white population, and Liverpool 95%.



Skills

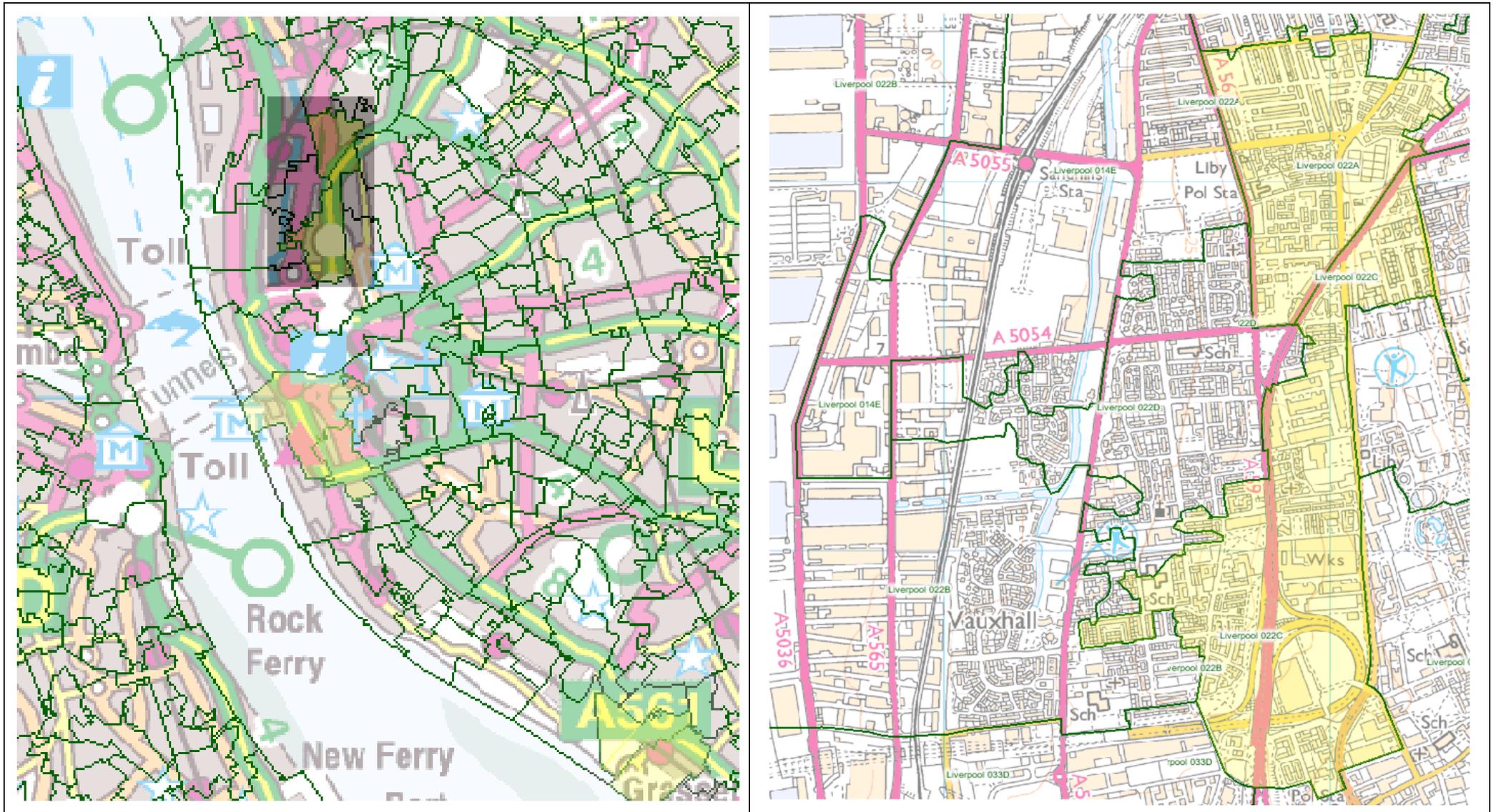
From this chart we can see that in Area 1 the level of people with no qualifications is well above the national average, and slightly above the city average. At lower levels, the levels of qualification follow the city and national trends, remaining below the average, yet at higher levels the amount of people achieving qualifications is in fact higher than the national average.



Age

In Area 1, the proportion of the population aged between 20-29 is relatively high (20%, compared to 15% across the city as a whole), and this is balanced by under-representation in the age groups under 20.

Area 2: Kirkdale/Scotland Road



© Crown copyright Ordnance Survey. All rights reserved. (Licence no. 100029067.)

Key Statistics for Area 2: Kirkdale/Scotland Road

Location

The maps above show the second location for the local area studies. Area 2 is located within the wards covered by the Sefton/Liverpool Enterprise Growth Initiative. Its eastern boundary runs along Great Homer Street up towards Everton Valley, and at the south it covers Scotland Road and Kingsway. It is composed of 2 lower Super Output Areas in the city centre – Liverpool 022A and C.

Deprivation

The average Index of Multiple Deprivation score for this area is 79.40.

The weighted average for Liverpool is 58.05.

SOA 022C, has an IMD of 79.23, the 27th most deprived area in England and Wales. SOA 022A is ranked 34th.

Population

The total population of this area is around 3,000. The make-up of this population is detailed below and right.

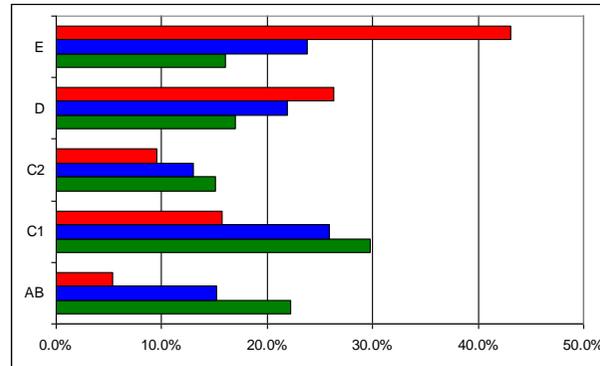
Sex

The table below shows that the sex ratio of the population in this area broadly matches national levels.

| | Area 2 | Liverpool | England |
|--------|--------|-----------|---------|
| Male | 48.8% | 47.7% | 48.7% |
| Female | 51.2% | 52.3% | 51.3% |

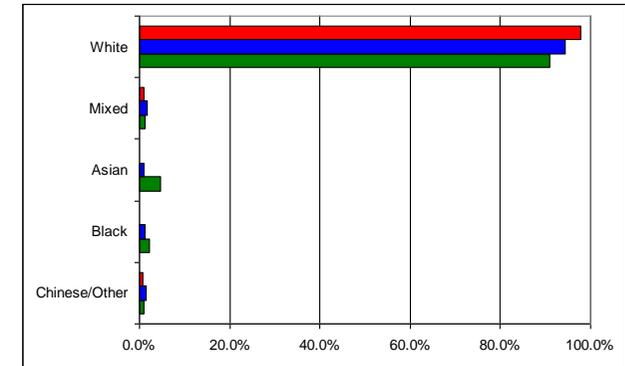
Key to Graphs

■ England ■ Liverpool ■ Area 1



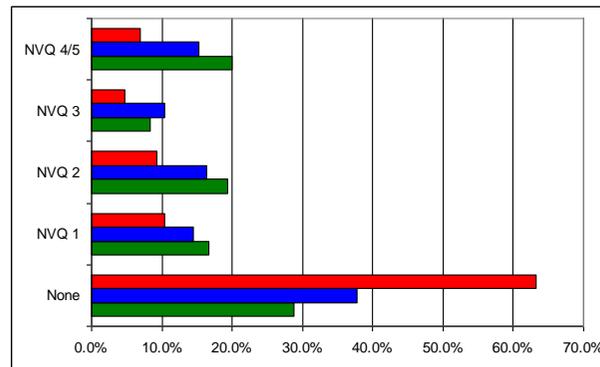
Social Grade

This chart shows that the most prevalent social grade in Area 2 is by far grade E (43%), followed by grade D. The proportion of those in the higher social grades is very low, with 5.3% in grade AB, compared to 15.2% in Liverpool as a whole, and 22.2% nationally.



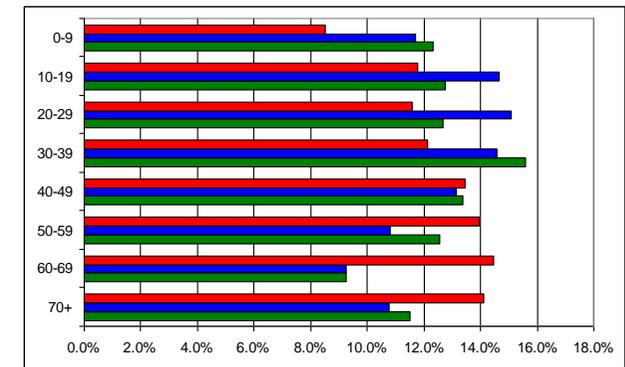
Ethnicity

From this chart we can see that Area 2 is more ethnically homogenous than either Liverpool or England as a whole, with a 97.8% white population



Skills

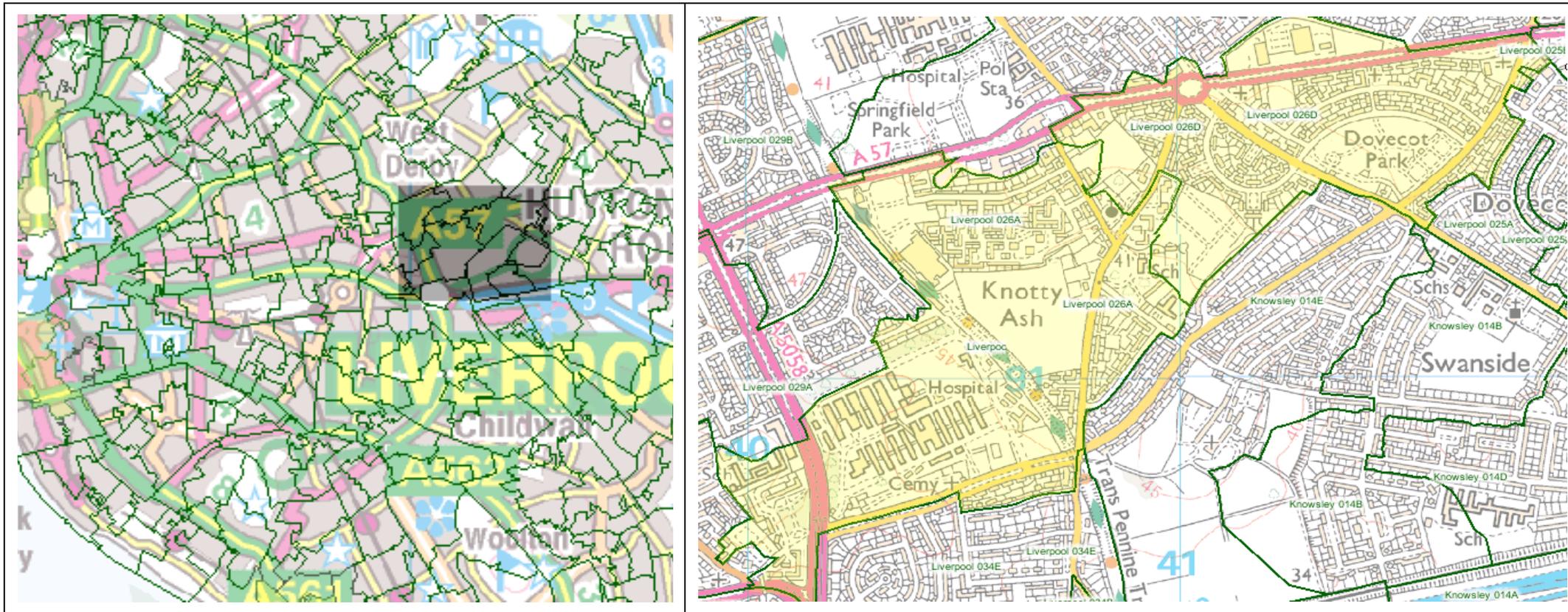
From this chart we can see that the majority of people in Area 2 have no qualifications (63.2% - over double the national average). The relative proportion of the population achieving qualifications is below the city and national averages at all levels, especially at the highest levels.



Age

In Area 2, the proportion of the population aged over 40 is higher than the city or national averages, increasingly so as we move above 60 (28% of residents are over 60). This is balanced by under-representation in the age groups under 40, more so in the very youngest categories.

Area 3: Knotty Ash



© Crown copyright Ordnance Survey. All rights reserved. (Licence no. 100029067.)

Key Statistics for Area 3: Knotty Ash

Location

The maps above show the third location for the local area studies. Area 3 is located in Knotty Ash, towards the outer edges of Liverpool's boundary with Knowsley. To the east of this area is Dovecot Park, to the west is Broadgreen Hospital and the northern boundary is partly marked by East Prescott Road. This area is composed of 2 lower Super Output Areas – Liverpool 026A and D.

Deprivation

The average Index of Multiple Deprivation score for this area is 55.86.

The weighted average for Liverpool is 58.05.

The relative ranking of these areas is fairly mixed, 026A being 584th, 026B being 2784th in England and Wales (out of 34,378 areas in total)

Population

The total population of this area is around 3,000. The make-up of this population is detailed below and right.

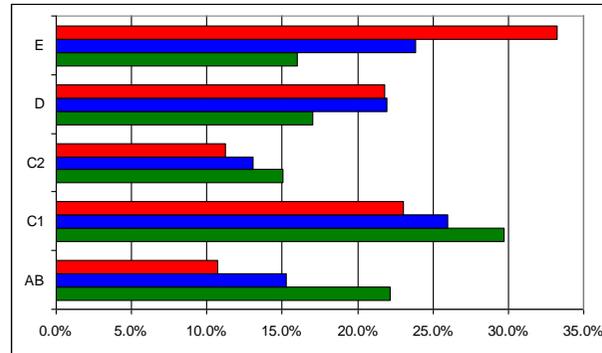
Sex

The table below shows that the male population is slightly lower in Area 3 than at a city or national level.

| | Area 3 | Liverpool | England |
|--------|--------|-----------|---------|
| Male | 46.7% | 47.7% | 48.7% |
| Female | 53.3% | 52.3% | 51.3% |

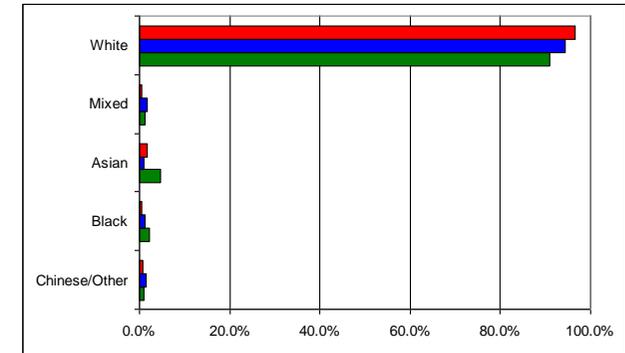
Key to Graphs

■ England ■ Liverpool ■ Area 1



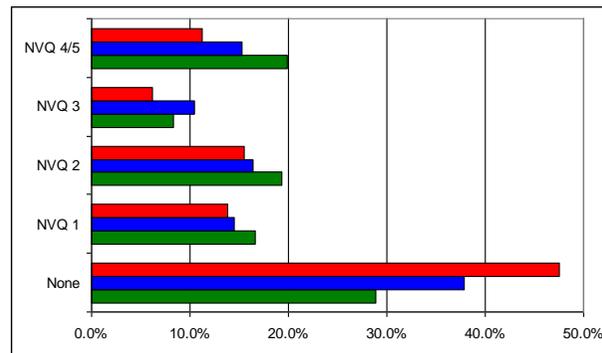
Social Grade

This chart shows that the most prevalent social grade in Area 3 is grade E (33.2%), followed by grade C1 (23.1%). The proportion of those in the higher social grades is relatively low, with 10.7% in grade AB, compared to 15.2% in Liverpool as a whole, and 22.2% nationally.



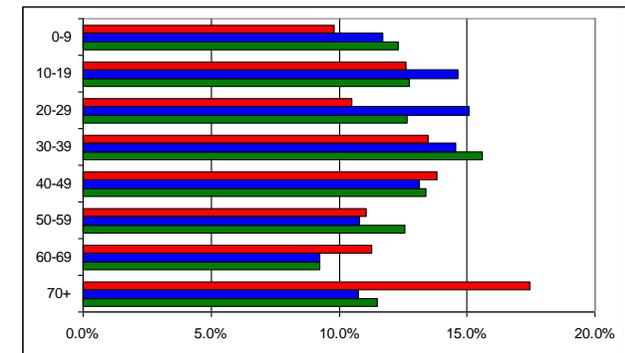
Ethnicity

From this chart we can see that Area 3 is slightly more ethnically homogenous than either Liverpool or England as a whole, with a 96.6% white population



Skills

From this chart we can see that a very high proportion of people in Area 3 have no qualifications (47.6%). The relative proportion of the population achieving qualifications is below the city and national averages at all levels.



Age

In Area 3, compared with city and national levels, the most over-represented age group is in the 70+ bracket, with 17.5% of the population being over 70. This is balanced by a relative under-representation of the younger age brackets (e.g. 0-9 and 20-29 in particular).

Key statistics for Area 4: Aigburth

Location

The maps above show the final location for the local area studies. Area 4 covers the area around Aigburth station, extending to Otterspool Park in the west, south to the River Mersey and running slightly beyond Aigburth Road to the north. It is composed of 2 lower Super Output Areas– Liverpool 056A and B.

Deprivation

The average Index of Multiple Deprivation score for this area is 20.22.

The weighted average for Liverpool is 58.05.

The England and Wales ranking for this area is much lower than in other areas - SOA 056A ranking 12,372nd, 056B ranking 15,081st.

Population

The total population of this area is around 2,800. The make-up of this population is detailed below and right.

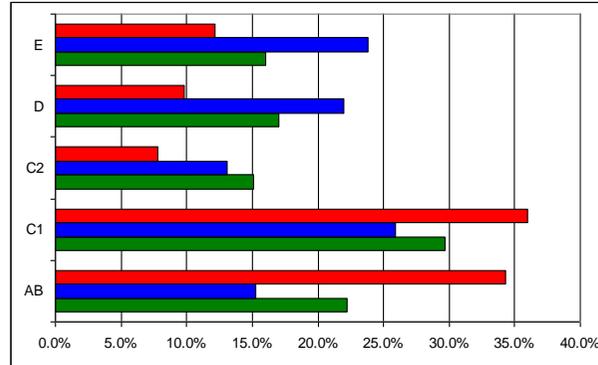
Sex

The table above shows that Area 4 has a similar breakdown by sex as the city as a whole.

| | Area 4 | Liverpool | England |
|--------|--------|-----------|---------|
| Male | 47.4% | 47.7% | 48.7% |
| Female | 52.6% | 52.3% | 51.3% |

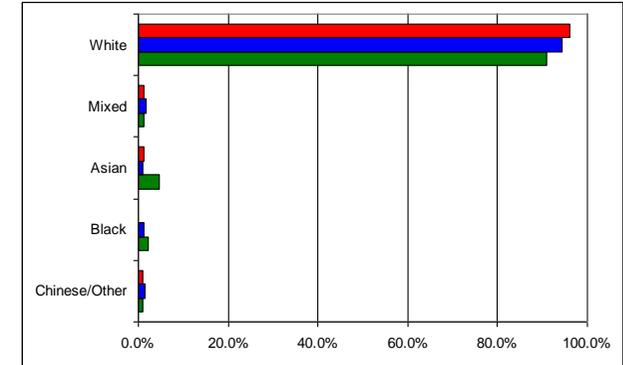
Key to Graphs

■ England ■ Liverpool ■ Area 1



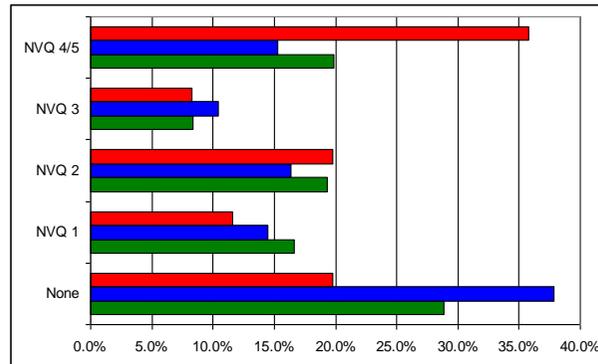
Social Grade

This chart shows that Area 4 is dominated by the higher social grades, with over 70% of the population being in the ABC1 groups. The proportion of those in the lower social grade is considerably lower than the average city levels.



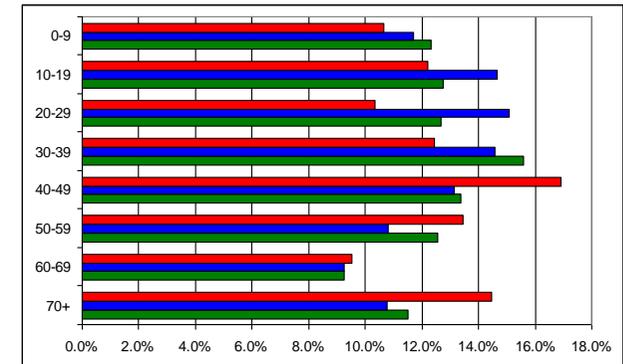
Ethnicity

From this chart we can see that the relative size of the white population in Area 4 is slightly greater than either Liverpool or England as a whole, with no significant representation of any other ethnic group.



Skills

From this chart we can see that in Area 4 the level of people with no qualifications is much lower than the national average or city average, and that there is a very high proportion with the highest level of qualification (35.8%).



Age

Compared to the city and national averages, the proportion of the population aged under 40 is relatively low (56% in Liverpool, 53% in England, and 45% in Area 4), with the most prevalent groups being those aged 40-49 (17%) and over 70 (14.5%).

Mapping of the four local areas

Mapping of Area 1

Description

The area is in the South Central part of the city and includes Liverpool's Chinatown and the 'Ropewalks' area, as well as a large section of the city centre's shopping area and a significant segment of its cultural industries. Notable features of this area include the Albert Dock area complex, the Chavasse Park development, the FACT (Foundation for Art and Creative Technology), the 'Blackie' community arts centre, a section of Liverpool Community College, the Pagoda Chinese community centre and the Bluecoat arts centre, as well as a large number of prominent civic buildings such as the law courts, fire station and police head quarters. In the immediate vicinity are the majority of the city's cultural attractions including theatres and museums.

Although Area 1 encompasses one of the city's main shopping areas, there is a lack of smaller 'corner shops'. However, there are two smaller, 'metro'-style supermarkets close by, and within the area there is a Chinese supermarket as well as other Chinese shops. There are a number of outlets for leisure activities, including FACT, which is a cinema and arts centre, and a wide range of bars, cafes and restaurants. However, most of the local pubs that previously served the residential area have either been redeveloped or closed. The main centres for community activities are 'The Blackie', which is a local community arts centre of long standing, and the Pagoda Chinese community centre. The only green space is a bowling green and open grassed area, with a small playground near to the St James community centre and the health centre. The Greenville young people's centre is not open, and the adjacent adventure playground is closed. The area also contains the Gustav Adolfus Kyrka or Swedish Seamen's Church, the Liverpool Chinese Gospel church and St James and St Vincent's churches. There is also St Vincent's primary school and a commercial nursery on Duke Street. As might be expected, Area 1 has extensive travel links to areas within and outside the city. The recently built bus station at Paradise Street is within this area, as is Central train station.

The housing in the area is split into two distinct types: the first, located in the area around Chinatown and in the vicinity of Great George Street, was built as public sector housing and is mostly owned by social landlords. Nearly all houses are occupied and in reasonable condition, although there are a significant number of derelict properties in the area towards Great George Street. The second type of accommodation consists of flats in the area from Wood Street to Duke Street, including East Village and the Arts Village; these are mostly recent developments, with varying levels of occupation, and in the main appear to be owned by private landlords or owner occupiers. (There are a small number of flats in other parts of the area, mostly above shops or businesses, but they do not constitute a significant amount of the housing stock. A limited amount of sheltered housing also exists, including a scheme for Chinese elders.)

There is an industrial area between Park Lane and the docks, containing a number of manufacturing businesses and offices, although a significant portion of the buildings are unoccupied or derelict. The area is also home to a large number of creative industries, particularly around Duke Street, Wood Street and the bottom of Hanover Street, including printers, graphic designers, art material suppliers, web designers, performance arts companies, studios and performance space, as well as a radio media project. There is widespread redevelopment and regeneration in the area, ranging from housing-based projects around Chinatown and Duke Street, to the large scale retail project at Chavasse Park.

Key informants' perceptions of the area

This description is based on interviews with one city councillor for the area, the neighbourhood manager, the previous vice-chair of the L1 Partnership (and longstanding resident), the project co-ordinator for the Pagoda, and another resident and member of the L1 Partnership.

The neighbourhood

This area is made up of at least three different communities; it is the home of the oldest Chinese community in Europe, and although the community is now widely dispersed across Liverpool and other parts of Merseyside, Chinatown still acts as its focal point with shopping facilities, the Liverpool Chinese Gospel church, Chinese business association and Chinese school. The actual Chinese population is quite small and is mostly in rented property; the majority of younger people have left the area, although there has been a recent influx of refugees and asylum seekers, and also some students. This is said to still be an insular community, with language a significant barrier in respect of integration for older people and new arrivals.

There is also another working class community, one of the oldest in the city and said to be the '*original melting pot of south Liverpool*'; a significant proportion of this community have been decanted out of the area with the demolishing of the council tenements some years previously, many would want to return and still retain links with it. The community was described as '*being in decline*'; those residents that remain have a strong association with the area, a significant number are older people who occupy bungalows and housing along Park Lane. It is suggested that this is also a very insular, parochial and inward looking community, with a low level of community activism and one that is '*remarkably passive*.'

The final important group are the residents of the new apartments in East Village and surrounding warehouse developments; this is a relatively transient population made up of largely of young professionals, students and people in receipt of benefits, there are few owner occupiers and a large proportion of the property is empty and unoccupied. In most senses this grouping can not be described as a community and there is little evidence of any particular identification with the area.

How local people see themselves

The Chinese community see themselves as part of the wider Chinese community and not in the main part of the local community, although leading members, primarily not from the area, play a part in the L1 Partnership and other similar initiatives. This community would not see itself as particularly disadvantaged or privileged.

In the other longstanding community in the area, there is said to be a lot of resentment about what has happened with the 'Ropewalks' development and a feeling of being left out, some of which is directed at the residents in the new flats. Criminal elements in the community have, it is thought, been responsible for a number of burglaries and a spate of car crime that has been targeted at this particular area. This community has been described as being dependent, with a significant level of worklessness and of seeing itself as disadvantaged compared with other parts of the city, and in relation to the newcomers who live in the apartments.

Key issues and concerns

The growth in the night time economy in the area is a source of friction and said to make '*peoples lives a misery*' for those living closest to the new bars and restaurants, particularly given extended licensing hours. There are also problems associated with people being decanted from the southern part of the area, with those remaining being isolated and more vulnerable to anti-social behaviour. A Liverpool 1 postcode was in the past sufficient to make car insurance impossible, and the area was viewed as a high crime area. This reputation is no longer justified and reported crime is relatively low.

The level of worklessness among the original community in the area was identified as an important issue, with one interviewee suggesting there was also a *'thriving black economy'*. A potentially related issue comes from the observation that many longstanding residents have poor communication skills and low self esteem. The lack of amenities was also singled out as a concern for local people, including the loss of youth provision, local post office and shops and places to socialise.

The need for affordable family housing for rent was also identified as a great need. However, the opportunity to be re-housed in some of the expensive warehouse loft apartments in the Arts Village was rejected by the great majority of the single people from Great George Street. People wanted to be re-housed in their immediate area, even though this would be not as good; local people were said to be territorial with a very conservative culture.

What is there to do in the area?

Even though the area is on the edge of the city's main social and cultural attractions, local people tend not to make use of these. There are a couple of remaining pubs in the area, but in the main people go outside the area for a 'drink'. Residents in the warehouse apartments and new flats in East Village and the Arts Village are much more likely to socialise in the adjoining city centre and make use of its amenities than other residents, including young people. The Pagoda provides a focal point for social activities for the Chinese community, there is no equivalent for the other communities in the area. While the Blackie does provide activities for some of the area's young people, the closure of the local youth centre was seen as important and related to the level of anti-social behaviour among young people.

Relation to the wider city

Given its proximity to the city centre, there is perhaps a surprising lack of a relationship with the wider city for the majority of residents; it was suggested that people from the local community were reluctant to take employment in the bars, restaurants and shops in the city centre. The Chinese residents' social and cultural life is focused on their neighbourhood, with little involvement outside of the area. The likelihood is that those young professionals occupying the new apartments work in the city centre and in some cases may be employed in the specific study area itself.

Impact of the ECoC

The 'Four Corners' project has had a significant negative impact on how local people regard the ECoC, particularly those active in the community; in part this stems from the failure to invite local people to the launch event and the cost associated with this, but it is also linked to a lack of engagement with the local community in the work produced, to the extent that residents in the immediate vicinity knew nothing about it. There was criticism of the Culture Company and civic leadership that went beyond this event, including the Mathew Street debacle and not investing in creating education and training opportunities for local people. There was also recognition of some positive impacts, however, such as the involvement of Chinese young people in the 'Making Waves' project. It was also suggested the Chinese business community had in general failed to take advantage of the opportunities that the ECoC presented.

The most important factor that is having an impact on the area is the housing development around Great George Street of 400 to 500 units; this will to some extent change the composition of the local community and is geared much more to creating a stable community than other developments in the area. This initiative, which will also bring new bars and restaurants, is seen as helping bring the area *'back to life'* and will effectively extend the city centre to encompass Liverpool 1.

Mapping of Area 2

Description

Located within wards covered by the Sefton/Liverpool Growth Initiative to the north of the city centre, Area 2 comprises parts of Vauxhall and Kirkdale. The busy arterial roads running through the area are a prominent feature and these are characterised by the number of boarded-up and disused shops, pubs and other commercial properties, particularly on Stanley and Scotland Roads and Great Homer Street. There is little, if any, green space, although the area does border Everton Park, which is also the location of a large sports centre and swimming pool. As well as Everton Park Sports Centre, Sandhills Bridge Sports and Recreation Ground also borders the area, and there is another sports centre close by within the Eldonian Village in Vauxhall. Sports facilities within the area include the Rotunda Boxing club and the Lambeth Road Gym, along with a few 5-a-side football pitches and outdoor play areas in varying condition.

There are now only a small number of shops in the area and a few local cafes. At one time there were a large number of pubs, but with a few exceptions these are now closed. There are no large shopping facilities and the shopping arcade on Great Homer Street is now mostly unoccupied. A new NSPCC centre has been built on the site of the old indoor market on Great Homer Street, but an outdoor market ('Paddy's market') still attracts shoppers and traders at weekends in the adjacent roads. Project Jennifer is planned as a new district centre that will occupy this immediate area. There are good bus routes linking Area 2 with the city centre, County Road and Walton Vale.

Community facilities include the Fountains Road Sure Start Children's Centre, which lies within the Kirkdale part of the area, while the Vauxhall Sure Start Children's Centre is just outside the boundary. There are a number of schools adjoining the area, but only one primary school actually within its boundaries; the Rotunda College is located just outside by Stanley Road. There is also a nursery within the Vauxhall Millennium Centre, which is an important community resource as it is also the base for the Vauxhall Neighbourhood Council (VNC) and law centre (which also owns the close by Vauxhall Multi-purpose Centre). The League of Well Doers also runs the Lee Jones Community Centre in the area. Other facilities in the area include the Limekiln Lane Medical Centre, which is a large health centre with an attached pharmacy, and the Stanley Medical Centre both within the area. There are several libraries either within, or adjoining the area, several churches, and a police station. The Community Justice Centre has quite recently been located in a disused school within Vauxhall.

There are range of industrial units within the area between Scotland Road and Great Homer Street containing a mix of commercial and small industrial enterprises, although the area is otherwise predominantly residential.

The housing stock is largely council built, some of which has been improved, or is relatively new, and is now owner occupied. There are significant pockets of dereliction, mostly towards the Kirkdale portion of the area and the Easby estate, which is very run down and the site of a housing regeneration initiative. The southern section contains a number of new build properties, nearly all blocks of flats, some of which are unoccupied and available to rent. There is also some sheltered accommodation.

Key informants' perceptions of the area

This description is based on interviews with one of the ward councillors for the area, the chief executive of the Vauxhall Neighbourhood Council and the manager for the neighbourhood management team.

The neighbourhood

To a large extent this area can be viewed as a series of smaller and distinct neighbourhoods, whose boundaries were based on those of the local parishes such as St Anthony's, St Sylvester's and Holy

Cross; this also points to a religious and cultural divide between Catholic Vauxhall and Protestant Everton, an Orange and Green tradition that still survives, although in a much more muted form. Changes in ward boundaries create some confusion as to whether parts of the area between Scotland Road and Great Homer Street are in Vauxhall or Everton; in respect of community organisation this is still viewed as part of the VNC's area, with Great Homer Street the border with Everton.

The Kirkdale part of the area represents less of a defined neighbourhood, in part because of the extent to which it has been depopulated, although it never had the strong sense of community and identity found in the other parts of the area. The Easby Road estate would be viewed as an identifiable neighbourhood and one that will become re-established after redevelopment.

How local people see themselves

Local people may in the first instance identify themselves as coming from a particular neighbourhood and then, for people in the Vauxhall area, as 'Scotland Roaders' and for other parts of the area as 'North Enders.' There is a strong identification with the area, combined with a sense of pride and also a feeling that outsiders look down on the area and people from it. In part this can be seen as stemming from the high level of community organisation and activism particularly in the 60's and 70's, the fact that the area has seen the full spectrum of European, national and local regeneration, antipoverty and social exclusion initiatives since then and yet still has among the highest levels of multiple-deprivation in the country.

Key issues and concerns

The sense that this is an area that has not been fairly treated given the extent to which it is disadvantaged and the material impact of deprivation on people's lives in terms of health, education, employment opportunities and housing and environment are the key issues that concern local people and that have a relatively distinctive nature compared with other areas. However, it is unlikely that most local people would articulate this feeling of being disadvantaged in these terms, instead it is more likely to be expressed as feeling looked down upon and being labelled and having to fight to get things for the area. Even so, this is still largely an area where people want to remain and, unlike in the past when young people had to move out if they wanted to set up home, new affordable housing meant they were able to stay.

Although not as extensive as it was, there is still a significant amount of community activity fuelled by a sense of injustice and the degree to which the area has 'lost out', partly due to local and even national politics being played out concerning the area.

Worklessness was identified as a major issue for the area, which offers few opportunities for employment, where people were in work, this was usually outside the area.

What is there to do in the area?

The area's closeness to the city centre means that young people in particular gravitate there for socialising, while older people are more likely to frequent the few remaining pubs and parochial clubs, or the VNC's own bar. The area has lost its youth clubs and this was seen as a significant issue in respect of anti-social behaviour, the suggestion was also made that Everton Park Sports Centre tended to act as a focal point for sport in the north of the city and staged a range of sporting events, which meant local people made less use of it.

Impact of the ECoC

The Rotunda was a focus for cultural activity, tied into the north Liverpool cultural committee and plans to develop a 'people's pavilion'. The 'Four Corners' project had involved people from the area and other ECoC activities had happened around, although not necessarily in, the area. That said the degree of engagement with the Culture Company and the impact of the ECoC on the area so far is viewed as quite

limited. There was some criticism of not recognising that engagement has to happen from the ‘bottom-up’ and through local structures and also of working within ‘safe’ areas, although it was hoped this might change over the next 12 months. Comment was also made on the failure to create apprenticeships in the cultural industries that would leave a legacy.

Mapping of Area 3

Description

Area 3 is located near to the city’s outer boundary with Knowsley. Broadgreen Hospital is a notable feature, as it occupies a substantial physical area and has an impact on the immediate locality in terms of access and parking. Alder Hey Hospital is also in fairly close proximity. There are two schools, (Knotty Ash County Primary and Broadgreen Community Comprehensive), and an SEN College (Clifford Holroyde School). In addition the St Margaret Mary Catholic School is located just outside of the area. The Church of the Holy Spirit, Calvary Church and Dovecot Church are the main churches, and there is a religious order housed in Thingwall House.

The area provides reasonable shopping facilities, with two supermarkets and a range of smaller shops, as well as further mixed shopping nearby. There are a small number of places to eat, and there is a bingo hall adjacent to the area as well as a number of pubs, but no other apparent recreational facilities. It is well served by transport links along the main arterial roads, although the nearest railway station is some distance away at Broad Green. The area contains the Dovecot Community Centre and the attached Eastern Link Centre, as well as Dovecot MAC (Multi-Activity Centre), which provides youth activities and houses the Air Training Corps. There is also a youth club on the area’s border at East Prescott Road and a church youth club in Thomas Lane.

The housing stock in the area generally appears to be well maintained, with minimal vacant or derelict property. There are few signs of significant redevelopment or regeneration, although several high rise tower blocks are in the process of being converted into sheltered accommodation. A large amount of the housing would appear to be council or former council stock, with a few new build maisonettes, and a section of more affluent semi-detached housing close to the south western edge. Area 3 is reasonably well provided for in terms of open green space, with Broadgreen Park, a large sports ground, several bowling greens and a number of allotment plots. There are a number of retirement homes and sheltered accommodation facilities being built, or already in existence.

Key informants’ perceptions of the area

This description is based on interviews with one of the area’s ward councillors, the team leader of the neighbourhood management team and the chair of a local community organisation.

The neighbourhood

People in the area relate to smaller neighbourhoods, based round housing estates and more localised areas such as Dovecot and Sandfield Park; Knotty Ash has gained notoriety through Ken Dodd and the ‘Jam Buttie mines’ and some local residents may say they come from Knotty Ash because it is recognised through this connection. Apart from this, there is no strong association with the area or particular sense of community, although there is a degree of parochialism between the smaller neighbourhoods, some of which is based on perceived class differences. The level of community organisation does not compare with other parts of the city, a fact attributed to it being relatively more affluent, however there is community activity including the ‘Friends of Dovecot Park’, which has received support from the social landlord and the neighbourhood management team. There has been fundraising activity in the area for the youth club in Knotty Ash, and more recently the development of a charitable project to develop Thingwall House as a facility for disabled young people and a woodland area for the local community.

How local people see themselves

Generally local residents would not regard themselves as either disadvantaged or in a privileged position compared with the rest of the city, although there are some small pockets of relative deprivation, and also some more affluent parts.

Key issues and concerns

There are few issues that stand out as distinctive to this area; anti-social behaviour by young people around Dovecot is said to be a significant problem. Environmental issues are a prominent concern including poor street lighting, street cleaning. In the main the issues raised are connected to the redevelopment of Alder Hey such as road resurfacing and parking, the latter being the main concern as employees of the hospital will park in surrounding streets to avoid the car parking fee charged by the hospital making it impossible for local residents to park outside of their own properties.

What there is to do in the area?

Mostly people socialise in their immediate locality and do not travel into town; it is suggested that the cost of travel is a factor in relation to this, and the fact that Old Swan is a popular place for local people to shop, therefore not having to travel into the city centre. The suggestion was also made that there was a lack of activities for older and younger people alike in the area.

Relationship to the city

There is said to be little employment in the immediate area, although the local hospitals and supermarkets provide some employment opportunities, otherwise people are likely to work in the city centre and other areas.

Impact of the ECoC

The observation was made that the impact of the ECoC on the area has been negligible and that it was missing out, with everything focused on the city centre. There had been some summer music events in Dovecot Park, which it was thought might have been something to do with the ECoC and it was also suggested that the possible development at Thingwall House was being funded as part of it. However, there appears to be little involvement of local people, limited promotion being a factor in this. There was some feeling that this might improve over the next 12 months and a suggestion made that people from the area could be 'bussed' in to events and activities in the city.

Mapping of Area 4*Description*

The area is located in the south side of the city and is bisected by Aigburth Road, a main arterial route between the city centre and Runcorn/M56. Aigburth Road dominates the area, providing a home to nearly all of the local businesses and shops. Notable features include the area's schools: St Margaret's C of E High School for Boys and the Mersey View School (as well as the adjacent Sudley Junior School); and the local churches: St Anne's Church and the Aigburth Methodist Church. There is also at least one reasonably sized children's nursery in the area. The IM Marsh campus of Liverpool John Moores University and Liverpool Cricket Club provide distinctive local landmarks.

Area 4 has a number of small shops, but no large supermarkets or similar retail outlets, although these are within easy travelling distance given the good road and transport links – several bus routes provide travel in and out of the city centre on a regular basis, and there is a local train station with a frequent service. The area only has one pub, although this is large and is adjacent to a 'Travel Lodge' hotel, and the Cricket Club and the Police Club are both licensed and offer some additional social activities. Additionally there are a number of cafes and restaurants, as well as hairdressing salons. The waterfront

has undergone some substantial redevelopment, offering play areas for children and outdoor exercise facilities, and is adorned by some modern sculpture, but large areas of untended land still exist that are in need of attention.

The housing in Area 4 consists mostly of large, semi-detached properties, with nearly full occupancy and in good repair. There are a number of newer housing developments being built in the area towards the waterfront, but it is not clear what the level of occupancy is here. In general it would seem that the properties to the west of Aigburth Road are somewhat larger than those to the east, and are almost certainly more expensive. The area contains a large amount of green spaces compared with many other parts of the city, although new housing is eating into these spaces.

Key informants' perceptions of the area

This description is based on interviews with one of the city councillors for the area, the interim neighbourhood manager and a local resident of more than 20 years.

The neighbourhood

In most respects this is an unremarkable area, described as essentially being part of suburbia and home mainly to middle-class professionals who commute to work in the city centre, or elsewhere. There is little sense of this being a defined neighbourhood and it has no real community identity or culture; the councillor, as did the local resident, thought many residents would associate themselves with areas immediately outside of the vicinity, as did the local resident, for example Sefton Park.

Key issues and concerns

While anti-social behaviour by young people was an issue for residents, this was no different than other parts of the city and, if anything, was less of a problem than in some areas; it tended to be concentrated around the boundary between Sudley Road and Aigburth Road and on the waterfront at Otterspool. Local people were also concerned about environmental issues, and pressure on parking places caused friction.

The one issue that is arguably distinctive to this area concerns what was described as homosexual activity taking place in Otterspool, with some residents said to be frequent witness to it. One respondent felt that until recently the police had not taken action on this issue, which had gained prominence 10 years previously with the murder of a man in Otterspool.

The neighbourhood manager identified the existence of a single interest group concerned with countering 'gay bashing' or homophobic behaviour as one of the few areas where she was aware of any local community activity; 'neighbourhood watch' and an allotment association were the two other single interest groups mentioned. The local resident could think of only one occasion when her neighbours had got involved in any community action; this had been in respect of a Social Services hostel that had been situated in the old Grange Hotel and concerns about associated drug problems, it is now flats. There were no residents' associations in the area.

What there is to do in the area?

While there are some social amenities locally, and while activities at the cricket club seemed to be increasing, residents predominantly socialise outside of the area, either around Lark Lane, or the city centre. There are few work opportunities in the immediate area and as well as commuting into 'town', people worked in Speke, Runcorn and Warrington.

Impact of the ECoC

The ECoC has not had any appreciable impact on local people, although the local resident was aware of the recent Hub festival in Otterspool through working in the voluntary sector; an important factor is the

perception that as it is a middle-class area it is a low priority in terms of promotion or activities targeted at the area. The neighbourhood manager suggested that activists tended to be around regeneration areas and the inner city and that middle-class people were better equipped to “*make choices about what they do and don’t engage with*”. Poor marketing was singled out as a specific failing by the councillor, who felt that to date “*the whole thing has been a missed opportunity.*” The local resident also felt promotion of the ECoC had been limited. However, the councillor felt things could change over the next 12 months through better planning and getting the publicity right.

6.2 Appendix 2 - Community workshops: approach and methodology

Impacts 08 commissioned community workshops from two research consultancies, The Commonsense Partnership and Icarus Icon Ltd. Each consultancy was given the same brief – to deliver two community workshops in neighbourhoods in order to explore further the themes of the research survey, in a way which was creative and engaging for a diverse range of participants.

Aigburth and City Centre neighbourhoods

Icarus Icon Ltd delivered two community workshops in *Aigburth* and two in the *City Centre* neighbourhood:

- Members of the Chinese community living in, or with links to, the *City Centre* neighbourhood (with an interpreter present);
- Users of the Rialto Community Centre, adjacent to the *City Centre* neighbourhood;
- Parents from St Michaels in the Hamlet Primary School in *Aigburth*;
- Members of *Aigburth* Community Church.

All participants were recruited in advance and asked to keep a scrap book with press cuttings, images and comments about their cultural and leisure activities over a two week period. These scrap books were used as the starting point for discussion around participation in the Liverpool 08 events programme over the year, including perceptions of accessibility, enjoyment and quality of delivery of several flagship events. Further facilitated discussion took place around the following themes:

- The new city centre – what facilities people are using, how successfully they have found their way around new street layouts, and opinions about the branding and dressing of Liverpool city centre;
- Understanding of what ECoC is all about and who are its intended beneficiaries;
- Whether ECoC has changed their own patterns of cultural participation.

Kirkdale and Knotty Ash neighbourhoods

The Commonsense Partnership delivered two community workshops in *Kirkdale* and two in *Knotty Ash*:

- Two groups of adults recruited via Dovecot Multi-Activity Centre;
- A group of adults recruited via the Rotunda Community College, Kirkdale;

A group of young people aged 10-15 years recruited via the Rotunda Community College, Kirkdale.

The workshops consisted of three exercises:

- A general discussion around individuals' participation in ECoC events;
- A look at images of landmark buildings and ECoC activities to generate further discussion;
- Participants customising an outline image of a person with information about their own cultural preferences.

These exercises were used as starting points to facilitate discussion around perceptions of the neighbourhoods in which participants live, what facilitates or acts as a barrier to cultural participation, and what participants considered to be the benefits of ECoC at a neighbourhood level.

6.3 Appendix 3 - Questionnaires

IMPACTS 08 Local Area Study Survey 3 (2009)

| For office use only | |
|---------------------|--|
| Questionnaire No: | |
| Inputted by | |
| Field checked by | |

| To be completed by interviewer | |
|--------------------------------|--|
| Name | |
| Date/time of interview | |
| Street | |

ABOUT THIS NEIGHBOURHOOD (name area)

Q1: How much do you agree with the following statements?

| | Strongly Agree ¹ | Agree ² | Neither ³ | Disagree ⁴ | Strongly Disagree ⁵ | Don't Know ⁸ |
|---|-----------------------------|--------------------|----------------------|-----------------------|--------------------------------|-------------------------|
| (a) People like living in this area | | | | | | |
| (b) This neighbourhood has a strong sense of community | | | | | | |
| (c) Anti-social behaviour and crime is a big issue locally | | | | | | |
| (d) The police understand the crime issues in this neighbourhood | | | | | | |
| (e) The police deal effectively with the crime issues in this neighbourhood | | | | | | |
| (f) Things are improving in this neighbourhood | | | | | | |
| (g) This neighbourhood is always presented negatively in the local media | | | | | | |

Q2: Can you say in one sentence what is the **best thing** about this neighbourhood?

Q3: Can you say in one sentence what is the **worst thing** about this neighbourhood?

Q4: On a scale of 1 to 7 how would you rate this neighbourhood for **crime and anti-social behaviour, compared with other parts of Liverpool with 7 being very bad and 1 being very good?**

| | | | | | | | |
|---|---|---|---|---|---|---|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K (8) |
|---|---|---|---|---|---|---|---------|

Q4a: What is your single **biggest concern regarding crime** and anti-social behaviour in this neighbourhood?

Q5: On a scale of 1 to 7 how do you think **other people in the City** generally **view this neighbourhood**, with **7 being very negatively** and **1 being very positively**?

| | | | | | | | |
|---|---|---|---|---|---|---|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K (8) |
|---|---|---|---|---|---|---|---------|

ABOUT YOUR INTERESTS

Q6: How **interested** are you in going to any of the following? **(flash card)**

| | Very 1 | Quite 2 | Neither 3 | Not Very 4 | Not at All 5 |
|---|-----------|------------|--------------|------------------|--------------------|
| (a) Museums and galleries | | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | | |
| (c) Events or festivals | | | | | |
| (d) Live music or a concert of any kind | | | | | |
| (e) Theatre of any kind | | | | | |
| (f) The cinema/films | | | | | |
| (g) Sport | | | | | |

Q6A: Are you **more interested** in any of these activities following Liverpool’s year as European Capital of Culture?

Yes (1) **No** (2)

Q7: Which, if any, of these **have you done or visited** in the last year, within the **City centre, this neighbourhood, or elsewhere?**

| | (i) City Centre | (ii) Neighbourhood | (iii) Elsewhere | (iv) D/K |
|---|-----------------|--------------------|-----------------|----------|
| (a) Museums and galleries | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | |
| (c) Events or festivals | | | | |
| (d) Live music or a concert of any kind | | | | |
| (e) Theatre of any kind | | | | |
| (f) The cinema | | | | |

Q8: Have you undertaken any **voluntary work** in the last year in **this neighbourhood?**

Yes (1) **No** (2)

Q9: Have you undertaken any **voluntary work anywhere else** in the last year?

Yes (1) **No** (2)

ABOUT WHAT HAPPENED IN LIVERPOOL IN 2008

Q10: What was the **best thing** about European Capital of Culture?

Q11: Did you take part in any Capital of Culture Events during 2008?

Yes (1) **No** (2) **Don’t Know** (8)

If yes, can you name any? (stop after three)

| |
|-----|
| (a) |
| (b) |
| (c) |

Q12: Did you do **anything new** in Liverpool during 2008? (**prompt: visit a cultural venue you had never been to before or attend a different type of event?**)

- Yes** (1) **No** (2)

If yes, can you name any? (stop after three)

| |
|-----|
| (a) |
| (b) |
| (c) |

Q13: On a scale of 1 to 7 how much would you say you know about **what there is to do in Liverpool**, with **1 being nothing at all** and **7 a great deal**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q14: Please say how much you agree with the following statements:

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|--|------------------|---------|-----------|------------|---------------------|--------------|
| (a) Everyone in Liverpool gained from the Capital of Culture | | | | | | |
| (b) I think the money was wasted | | | | | | |
| (c) The city is a much better place after 2008 | | | | | | |
| (d) Only the city centre really benefited | | | | | | |
| (e) There is a lot of new investment in Liverpool | | | | | | |
| (f) It won't have a long term impact on the city | | | | | | |
| (g) A lot of new jobs will come to Liverpool because of Capital of Culture | | | | | | |
| (h) There weren't things for ordinary people | | | | | | |
| (k) It didn't make any difference to this neighbourhood | | | | | | |
| (m) The ECoC gave people outside of the city a more positive impression of Liverpool | | | | | | |
| (n) Liverpool is mostly presented in negative ways by the national media | | | | | | |

Q15: On the following areas, how do you think Liverpool compares with other cities in Britain (apart from London)? **(flash card)**

| | Better 1 | About the Same 2 | Worse 3 | Don't Know 8 |
|---------------------------------|-------------|------------------------|------------|--------------------|
| (a) Shopping | | | | |
| (b) Hotels | | | | |
| (c) Restaurants and cafes | | | | |
| (d) Night life (pubs and clubs) | | | | |
| (e) Music | | | | |
| (f) Museums and galleries | | | | |
| (g) Theatre | | | | |
| (h) Crime | | | | |
| (k) Overall | | | | |

Q16: In a couple of words, what is the **best thing** about Liverpool?

Q17: In a couple of words, what is the **worst thing** about Liverpool?

Q18: On a scale of 1 to 7 how do you think other **people outside of Liverpool generally view the City**, with **7 being very negatively** and **1 being very positively**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q19: How do you think the view of Liverpool from people outside the City is changing?

Improving (1) **Staying the same** (2) **Getting worse** (3) **Don't know** (8)

Q19A: Can you say in one or two words why?

Q20: How much do you agree with the following statements?

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|---|------------------------|------------|--------------|---------------|---------------------------|--------------------|
| (a) I spend most of my leisure time in this neighbourhood | | | | | | |
| (b) I often go to the City Centre for entertainment | | | | | | |
| (c) I frequently visit other areas outside of Liverpool for entertainment and leisure | | | | | | |
| (d) I feel safe having a night out in the City Centre | | | | | | |
| (e) I feel safe having a night out in this neighbourhood | | | | | | |

Q21: As a result of European Capital of Culture, are you more likely to visit the City Centre?

Yes (1) **No** (2)

Q21a: Can you say in one or two words why?

Q22: How much do you agree with the following statements?

| | Strongly Agree ¹ | Agree ² | Neither ³ | Disagree ⁴ | Strongly Disagree ⁵ | Don't Know ⁸ |
|---|-----------------------------|--------------------|----------------------|-----------------------|--------------------------------|-------------------------|
| (a)Liverpool is improving and has a positive future | | | | | | |
| (b)Things will get worse for this neighbourhood | | | | | | |
| (c)Crime is dropping in the city | | | | | | |
| (d)Crime is dropping in this neighbourhood | | | | | | |

Q23: Is there anything that you would like to add?

Finally, I just need to get some personal information from you:

| | | | |
|--------------------------------------|--|-----------------|---|
| Q33: Gender | <input type="checkbox"/> Male (1) <input type="checkbox"/> Female (2) <input type="checkbox"/> Transgender (3) | Q34: Age | Age <input type="checkbox"/> Question Refused (9) |
| Q35: Disability | Do you consider yourself to have any long-term illness, health problems or disability? <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (2) <input type="checkbox"/> Question refused (9) | | |
| Q36: Housing (flash card) | Which of the following describes your housing tenure? <input type="checkbox"/> owner occupier (1) <input type="checkbox"/> rented – social landlord (2) <input type="checkbox"/> rented – private (3) <input type="checkbox"/> other (4) <input type="checkbox"/> Question refused (9) | | |
| Q37: | How long have you lived in this house? <input type="checkbox"/> Less than 6 months (1) <input type="checkbox"/> 6-12 months (2) <input type="checkbox"/> 1-2 years (3) <input type="checkbox"/> 3-5 years (4) <input type="checkbox"/> 6-10 years (5) <input type="checkbox"/> over 10 years (6) <input type="checkbox"/> Question refused (9) | | |
| Q38: Ethnicity (flash card) | To which of these groups do you consider you belong? White: <input type="checkbox"/> White British (1) <input type="checkbox"/> White Irish (2) <input type="checkbox"/> Any other white background (3) Asian or Asian British: <input type="checkbox"/> Asian British (4) <input type="checkbox"/> Bangladeshi (5) <input type="checkbox"/> Indian (6) <input type="checkbox"/> Pakistani (7) <input type="checkbox"/> Any other Asian background (8) Black or Black British: <input type="checkbox"/> African (9) <input type="checkbox"/> Black British (10) <input type="checkbox"/> Caribbean (11) <input type="checkbox"/> Nigerian (12) <input type="checkbox"/> Somali (13) <input type="checkbox"/> Any other Black background (14) Chinese or Other ethnic group: <input type="checkbox"/> Chinese (15) <input type="checkbox"/> Gypsy/ Traveller (16) <input type="checkbox"/> Yemeni (17) <input type="checkbox"/> Latin American (18) <input type="checkbox"/> Other (19) Mixed: <input type="checkbox"/> White and Asian (20) <input type="checkbox"/> White and Black African (21) <input type="checkbox"/> White and Black Caribbean (22) <input type="checkbox"/> Any other mixed background (23) <input type="checkbox"/> Question refused (99) | | |
| Q39: Work status (flash-card) | Which of these activities best describes what you are doing at present? <input type="checkbox"/> Employed - 30 hours plus per week (1) | | |

| | |
|--|--|
| | <input type="checkbox"/> Employed - under 30 hours per week (2) <input type="checkbox"/> Self employed (3) <input type="checkbox"/> On a government supported training programme (4) <input type="checkbox"/> Full-time education at school, college or university (5) <input type="checkbox"/> Unemployed and available for work (6) <input type="checkbox"/> Long Term sick/disability (7) <input type="checkbox"/> Wholly retired from work (8) <input type="checkbox"/> Looking after the home (9) <input type="checkbox"/> Doing something else (10) <input type="checkbox"/> Question refused (99) |
| Q40:Social class (flash card) | <p>Which of the following best describes the main wage earner in your household?</p> <input type="checkbox"/> manual worker (1) <input type="checkbox"/> shop or catering worker (2) <input type="checkbox"/> manager or professional worker (3) <input type="checkbox"/> other non-manual worker (4) <input type="checkbox"/> unemployed or retired (5) Or write in job (if you can not categorise)..... <input type="checkbox"/> Question refused (9) |
| Q41:Education | <p>What is your highest level of educational qualification?</p> <input type="checkbox"/> lower than GCSEs/equivalent (1) <input type="checkbox"/> GCSEs/equivalent (2) <input type="checkbox"/> A-levels/equivalent (3) <input type="checkbox"/> Undergraduate degree/equivalent (4) <input type="checkbox"/> Postgraduate degree (5) <input type="checkbox"/> Question refused (9) |

Thank you for your time

IMPACTS 08 Local Area Study Survey 2 - 2008

| | For office use only |
|-------------------|---------------------|
| Questionnaire No: | |
| Inputted by | |
| Field checked by | |

| | To be completed by interviewer |
|------------------------|--------------------------------|
| Name | |
| Date/time of interview | |
| Street | |

Q1: How **interested** are you in going to any of the following? (**flash card**)

| | Very 1 | Quite 2 | Neither 3 | Not Very 4 | Not at All 5 |
|---|-----------|------------|--------------|------------------|--------------------|
| (a) Museums and galleries | | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | | |
| (c) Events or festivals | | | | | |
| (d) Live music or a concert of any kind | | | | | |
| (e) Theatre of any kind | | | | | |
| (f) The cinema/films | | | | | |
| (g) Sporting events | | | | | |

Q2: Which, if any, of these **have you done or visited** in the last year, within the **City centre, this neighbourhood, or elsewhere?**

| | (i) City Centre | (ii) Neighbourhood | (iii) Elsewhere | (iv) D/K |
|---|-----------------|--------------------|-----------------|----------|
| (a) Museums and galleries | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | |
| (c) Events or festivals | | | | |
| (d) Live music or a concert of any kind | | | | |
| (e) Theatre of any kind | | | | |
| (f) The cinema | | | | |
| (g) Sporting events | | | | |

Q3: Have you undertaken any **voluntary work** in the last year in **this neighbourhood?**

- Yes** (1) **No** (2)

Q4: Have you undertaken any **voluntary work anywhere else** in the last year?

- Yes** (1) **No** (2)

ABOUT WHAT'S HAPPENING IN LIVERPOOL IN 2008

Q5: NB DO NOT ASK IN TELEPHONE INTERVIEWS Have you seen this before? (**show**

- logo**) **Yes** (1) **No** (2)

Q6a: On a scale of 1 to 7 how much do you feel you know about **what the Liverpool European Capital of Culture 2008 is about**, with **1 being nothing at all and 7 being a great deal?**

| | | | | | | | |
|---|---|---|---|---|---|---|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K (8) |
|---|---|---|---|---|---|---|---------|

Q6b: What has been the **best thing about European Capital of Culture** so far?

Q6c: Is there anything you're **looking forward** to which will happen in Liverpool this year?

Q7: What do you think of when you think of 'culture'? (**DO NOT PROMPT – circle all that apply**)

| Arts / 'High Culture' | 'Our Culture' | Different Ethnicities |
|---------------------------------------|-----------------------------|---------------------------|
| Visual art (1) | Everything (10) | Different Lifestyles (19) |
| Museums (2) | Something for Everyone (11) | Diversity (20) |
| Theatre (3) | Children (12) | Religion/ Beliefs (21) |
| Cinema (4) | Communities (13) | Cuisine (22) |
| Music (5) | 'Ours' (14) | Rules/Ethos/Norms (23) |
| Opera / Ballet / Dance (6) | Belonging (15) | Language (24) |
| Architecture/Buildings (7) | 'What I do' (16) | Ethnicity/Race (25) |
| Heritage (8) | 'Not for me' (17) | Values (26) |
| Literature (9) | Exclusive (18) | |
| | | |
| 'Popular Culture' | Aesthetic | Regeneration |
| Sport (27) | Aspirations (33) | Improving image (39) |
| Football (28) | Inspirational (34) | Tourists (40) |
| TV/Radio (29) | Creative (35) | Improving city (41) |
| Name of local/ TV personality (30) | Impressive (36) | Big Dig/ Roadworks (42) |
| Pubs (31) | See Things Differently (37) | |
| Comedy (32) | Open-minded (38) | <i>Don't Know</i> (43) |

Other (specify): (44)

Q8: Have you heard of or been to any of the following activities over the last 12 months?
(flash card of 12 ECoC flagship events)

| Event | (i) Heard Of | (ii) Been To | (iii) Planning to go |
|--|--------------|--------------|----------------------|
| A People's Opening (outside St George's Hall with Ringo etc) | | | |
| B Viennese Balls | | | |
| C HUB | | | |
| D Liverpool Streets Ahead | | | |
| E Klimt Exhibition (at Tate Liverpool) | | | |
| F Go Superlambananas | | | |
| G Liverpool Sound (Paul McCartney concert) | | | |
| H Tall Ships Race | | | |
| K Le Corbusier exhibition (architecture exhibition at Crypt, RC Cathedral) | | | |
| L Liverpool Biennial | | | |
| M World Firefighters Games | | | |
| N King Lear | | | |

Q9: These were all Capital of Culture events- Have you taken part in any other Capital of Culture Events?

Yes (1) No (2) Don't Know (8)

If yes, can you name any? (stop after three)

| |
|-----|
| (a) |
| (b) |
| (c) |

Q10: On a scale of 1 to 7 how much would you say you know about **what there is to do in Liverpool**, with 1 being **nothing at all** and 7 a **great deal**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

PERCEPTIONS OF LIVERPOOL AND ECoC

Q11: Please say how much you agree with the following statements:

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|--|------------------|---------|-----------|------------|---------------------|--------------|
| (a) Everyone in Liverpool will gain from the Capital of Culture | | | | | | |
| (b) I think the money will be wasted | | | | | | |
| (c) The city will be a much better place by 2008 | | | | | | |
| (d) Only the city centre will really benefit | | | | | | |
| (e) There will be a lot of new investment in Liverpool | | | | | | |
| (f) It won't have a long term impact on the city | | | | | | |
| (g) A lot of new jobs will come to Liverpool because of Capital of Culture | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| (h) There won't be things for ordinary people | | | | | | |
| (k) It won't make any difference to this neighbourhood | | | | | | |
| (m) The ECoC will give people outside of the city a more positive impression of Liverpool | | | | | | |
| (n) Liverpool is mostly presented in negative ways by the national media | | | | | | |

Q12: On the following areas, how do you think Liverpool compares with other cities in Britain (apart from London)? **(flash card)**

| | Better 1 | About the Same 2 | Worse 3 | Don't Know 8 |
|---------------------------------|-------------|---------------------|------------|-----------------|
| (a) Shopping | | | | |
| (b) Hotels | | | | |
| (c) Restaurants and cafes | | | | |
| (d) Night life (pubs and clubs) | | | | |
| (e) Music | | | | |
| (f) Museums and galleries | | | | |
| (g) Theatre | | | | |
| (h) Crime | | | | |
| (k) Overall | | | | |

Q13: On a scale of 1 to 7 how do you think other people outside of Liverpool generally view the City, with 7 being very negatively and 1 being very positively?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q14: How do you think the view of Liverpool from people outside the City is changing?
 Improving (1) Staying the same (2) Getting worse (3) Don't know (8)

Q15: Can you say in one or two words why?

Q16: How much do you agree with the following statements?

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|--|---------------------|------------|--------------|---------------|------------------------|-----------------|
| (a) Liverpool is improving and has a positive future | | | | | | |
| (b) Things will get worse for this neighbourhood | | | | | | |
| (c) Crime is dropping in the city | | | | | | |
| (d) Crime is dropping in this neighbourhood | | | | | | |

Q17: Is there anything that you would like to add?

PERSONAL INFORMATION

Finally, I just need to get some personal information from you:

| | | | |
|---|---|------------------------|--|
| <p>Q18: Gender</p> | <p><input type="checkbox"/> Male (1) <input type="checkbox"/> Female (2) <input type="checkbox"/> Transgender (3)</p> | <p>Q19: Age</p> | <p>Age <input type="checkbox"/> Question Refused (9)</p> |
| <p>Q20: Disability</p> | <p>Do you consider yourself to have any long-term illness, health problems or disability? <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (2) <input type="checkbox"/> Question refused (9)</p> | | |
| <p>Q21: Housing (flash card)</p> | <p>Which of the following describes your housing tenure? <input type="checkbox"/> owner occupier (1) <input type="checkbox"/> rented – social landlord (2) <input type="checkbox"/> rented – private (3) <input type="checkbox"/> other (4) <input type="checkbox"/> Question refused (9)</p> | | |
| <p>Q22:</p> | <p>How long have you lived in this house? <input type="checkbox"/> Less than 6 months (1) <input type="checkbox"/> 6-12 months (2) <input type="checkbox"/> 1-2 years (3) <input type="checkbox"/> 3-5 years (4) <input type="checkbox"/> 6-10 years (5) <input type="checkbox"/> over 10 years (6) <input type="checkbox"/> Question refused (9)</p> | | |
| <p>Q23: Ethnicity (flash card)</p> | <p>To which of these groups do you consider you belong?</p> <p>White: <input type="checkbox"/> White British (1) <input type="checkbox"/> White Irish (2) <input type="checkbox"/> Any other white background (3)</p> <p>Asian or Asian British: <input type="checkbox"/> Asian British (4) <input type="checkbox"/> Bangladeshi (5) <input type="checkbox"/> Indian (6) <input type="checkbox"/> Pakistani (7) <input type="checkbox"/> Any other Asian background (8)</p> <p>Black or Black British: <input type="checkbox"/> African (9) <input type="checkbox"/> Black British (10) <input type="checkbox"/> Caribbean (11) <input type="checkbox"/> Nigerian (12) <input type="checkbox"/> Somali (13) <input type="checkbox"/> Any other Black background (14)</p> <p>Chinese or Other ethnic group: <input type="checkbox"/> Chinese (15) <input type="checkbox"/> Gypsy/ Traveller (16) <input type="checkbox"/> Yemeni (17) <input type="checkbox"/> Latin American (18) <input type="checkbox"/> Other (19)</p> <p>Mixed: <input type="checkbox"/> White and Asian (20) <input type="checkbox"/> White and Black African (21) <input type="checkbox"/> White and Black Caribbean (22) <input type="checkbox"/> Any other mixed background (23) <input type="checkbox"/> Question refused (99)</p> | | |
| <p>Q24: Work status (flash-card)</p> | <p>Which of these activities best describes what you are doing at present? <input type="checkbox"/> Employed - 30 hours plus per week (1) <input type="checkbox"/> Employed - under 30 hours per week (2) <input type="checkbox"/> Self employed (3) <input type="checkbox"/> On a government supported training programme (4) <input type="checkbox"/> Full-time education at school, college or university (5) <input type="checkbox"/> Unemployed and available for work (6) <input type="checkbox"/> Long Term sick/disability (7) <input type="checkbox"/> Wholly retired from work (8)</p> | | |

| | |
|---|--|
| | <input type="checkbox"/> Looking after the home (9) <input type="checkbox"/> Doing something else (10) <input type="checkbox"/> Full time carer (11) <input type="checkbox"/> Question refused (99) |
| Q25: Social class (flash card) | <p>Which of the following best describes the main wage earner in your household?</p> <input type="checkbox"/> manual worker (1) <input type="checkbox"/> shop or catering worker (2) <input type="checkbox"/> manager or professional worker (3) <input type="checkbox"/> other non-manual worker (4) <input type="checkbox"/> unemployed or retired (5) Or write in job (if you can not categorise)..... <input type="checkbox"/> Question refused (9) |
| Q26: Education | <p>What is your highest level of educational qualification?</p> <input type="checkbox"/> lower than GCSEs/equivalent (1) <input type="checkbox"/> GCSEs/equivalent (2) <input type="checkbox"/> A-levels/equivalent (3) <input type="checkbox"/> Undergraduate degree/equivalent (4) <input type="checkbox"/> Postgraduate degree (5) <input type="checkbox"/> Question refused (9) |

Thank you for your time

IMPACTS 08 Local Area Study Survey 1 – 2007

| For office use only | |
|---------------------|--|
| Questionnaire No: | |
| Inputted by | |
| Field checked by | |

| To be completed by interviewer | |
|--------------------------------|--|
| Name | |
| Date/time of interview | |
| Street | |

ABOUT THIS NEIGHBOURHOOD (name area)

Q1: What you would call this area?

Q2: How much do you agree with the following statements?

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|---|------------------|---------|-----------|------------|---------------------|--------------|
| (a) People like living in this area | | | | | | |
| (b) This neighbourhood has a strong sense of community | | | | | | |
| (c) Anti-social behaviour and crime is a big issue locally | | | | | | |
| (d) The police understand the crime issues in this neighbourhood | | | | | | |
| (e) The police deal effectively with the crime issues in this neighbourhood | | | | | | |
| (f) Things are improving in this neighbourhood | | | | | | |
| (g) This neighbourhood is always presented negatively in the local media | | | | | | |

Q3: Can you say in one sentence what is the best thing about this neighbourhood?

Q4: Can you say in one sentence what is the worst thing about this neighbourhood?

Q5: On a scale of 1 to 7 how would you rate this neighbourhood for **crime and anti-social behaviour, compared with other parts of Liverpool with 7 being very bad and 1 being very good?**

| | | | | | | | |
|---|---|---|---|---|---|---|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K (8) |
|---|---|---|---|---|---|---|---------|

Q6: What is your single biggest concern regarding crime and anti-social behaviour in this Neighbourhood?

Q7: On a scale of 1 to 7 how do you think **other people in the City** generally **view this neighbourhood**, with **7 being very negatively** and **1 being very positively**?

| | | | | | | | |
|---|---|---|---|---|---|---|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K (8) |
|---|---|---|---|---|---|---|---------|

ABOUT YOUR INTERESTS

Q8: How **interested** are you in going to any of the following? **(flash card)**

| | Very 1 | Quite 2 | Neither 3 | Not Very 4 | Not at All 5 |
|---|-----------|------------|--------------|------------------|--------------------|
| (a) Museums and galleries | | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | | |
| (c) Events or festivals | | | | | |
| (d) Live music or a concert of any kind | | | | | |
| (e) Theatre of any kind | | | | | |
| (f) The cinema/films | | | | | |
| (g) Sport | | | | | |

Q9: Which, if any, of these **have you done or visited** in the last year, within the **City centre, this neighbourhood, or elsewhere?**

| | (i) City Centre | (ii) Neighbourhood | (iii) Elsewhere | (iv) D/K |
|---|-----------------|--------------------|-----------------|----------|
| (a) Museums and galleries | | | | |
| (b) Pubs, bars, clubs and that kind of night life | | | | |
| (c) Events or festivals | | | | |
| (d) Live music or a concert of any kind | | | | |
| (e) Theatre of any kind | | | | |
| (f) The cinema | | | | |

Q10: Have you undertaken any **voluntary work** in the last year in **this neighbourhood?**

Yes (1) **No** (2)

Q11: Have you undertaken any **voluntary work anywhere else** in the last year?

Yes (1) **No** (2)

Q12a: What **sporting activities** have you **taken part in** the last year? Was this **locally** or **elsewhere?** (interviewer records from list below).

Q12b: Other than on TV, what **sporting events** have you **viewed** in the last year – was this **locally** or elsewhere? (interviewer records on same list below)

| | Q12a: | | Q12b: | | None |
|-----------------------------|--------------------|-----------------------|-----------------------|------------------------|------|
| | (i) Played Locally | (ii) Played Elsewhere | (iii) Watched Locally | (iv) Watched Elsewhere | |
| (m) Football | | | | | |
| (n) Rugby – league or union | | | | | |
| (o) Cricket | | | | | |
| (p) Athletics | | | | | |
| (q) Swimming | | | | | |
| (r) Cycling | | | | | |
| (s) Fishing | | | | | |
| (t) Basketball | | | | | |
| (u) Hockey | | | | | |

| | | | | | |
|-----------------|--|--|---|---|--|
| (w)Attended Gym | | | X | X | |
| (x)Other | | | | | |

ABOUT WHAT'S HAPPENING IN LIVERPOOL IN 2008

Q13: Have you seen this before? (show logo)

- Yes (1) No (2)

Q14: Have you seen one of these cards before? (show 08 live smart card)

- Yes (1) No (2) Don't Know (8)

Q15: Did you know that this card was anything to do with the Capital of Culture?

- Did Know (1) Did Not Know (2)

Q16: Have you seen this, or a similar advert before? (flash card, show 1, then 2)

| Advert: | Yes (1) | No (2) |
|---|---------|--------|
| A "Red or Blue we're all on the same team" / "Here come 80 million visitors, act naturally" | | |
| B "What does Liverpool... mean to us" (postcard) | | |

Q17: On a scale of 1 to 7 how much do you feel you know about **what the Liverpool European Capital of Culture 2008 is about**, with **1 being nothing at all** and **7 being a great deal**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q18: What sort of events do you think there will be in 2008? (**DO NOT PROMPT – circle all that apply**)

| | | | |
|---|-----|--------------------|-----|
| Free events | (a) | Fireworks | (o) |
| Paid-for events | (b) | Street parties | (p) |
| Events for the family/children | (c) | | |
| Open to all | (d) | Rubbish | (q) |
| Festivals | (e) | Brilliant | (r) |
| | | | |
| Nothing for us | (f) | Art events | (s) |
| Same events – what usually happens every year | (g) | Maritime events | (t) |
| Nothing new | (h) | Music events | (u) |
| Something for everyone | (k) | Street events | (v) |
| | | International arts | (w) |
| Community events | (m) | Sports | (x) |
| City centre events | (n) | | |

Other (please specify): (z)

Q19: What do you think of when you think of 'culture'? (DO NOT PROMPT – circle all that apply))

| Arts / 'High Culture' | 'Our Culture' | Different Ethnicities |
|---------------------------------------|-----------------------------|------------------------------|
| Art (1) | Everything (10) | Different Lifestyles (19) |
| Museums (2) | Something for Everyone (11) | Diversity (20) |
| Theatre (3) | Children (12) | Religion/ Beliefs (21) |
| Cinema (4) | Communities (13) | Cuisine (22) |
| Music (5) | 'Ours' (14) | Rules/Ethos/Norms (23) |
| Opera / Ballet (6) | Belonging (15) | Language (24) |
| Architecture/Buildings (7) | 'What I do' (16) | Ethnicity/Race (25) |
| Heritage (8) | 'Not for me' (17) | Values (26) |
| Literature (9) | Exclusive (18) | |
| | | |
| 'Popular Culture' | Aesthetic | Regeneration |
| Sport (27) | Aspirations (33) | Improving image (39) |
| Football (28) | Inspirational (34) | Tourists (40) |
| TV/Radio (29) | Creative (35) | Improving city (41) |
| Name of local/ TV personality (30) | Impressive (36) | Big Dig/ Roadworks (42) |
| Pubs (31) | See Things Differently (37) | |
| Comedy (32) | Open-minded (38) | <i>Don't Know</i> (43) |

Other (specify): (44)

Q20: Have you heard of or been to any of the following activities over the last 12 months?
(flash card of 12 ECoC flagship events)

| Event | (i) Heard Of | (ii) Been To | Neither |
|--|--------------|--------------|---------|
| A Hub Youth festival | | | |
| B Tall Ships | | | |
| C Mathew St festival | | | |
| D Wall Talks (play in Stanley warehouse) | | | |
| E '4 Corners' creative arts - reflecting life of local communities (e.g. red doors stuck all over house) | | | |
| F 08 Roadshow (08Bus) - telling people about what's happening in 08 | | | |
| G Lord Mayors Parade | | | |
| H Streetwaves – music showcase of local young people | | | |
| K St. George's Hall opening | | | |
| L Theatre In The Park | | | |
| M Xmas Light Switch on | | | |
| N Public update meetings (08Update – St Georges Hall/Leisure Centre) | | | |

Q21: These were all Capital of Culture events- Have you taken part in any other Capital of Culture Events? **Yes** (1) **No** (2) **Don't Know** (8)
If yes, can you name any? (stop after three)

| |
|-----|
| (a) |
| (b) |
| (c) |

Q22: On a scale of 1 to 7 how much would you say you know about **what there is to do in Liverpool**, with **1 being nothing at all** and **7 a great deal**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q23: Please say how much you agree with the following statements:

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|---|------------------|---------|-----------|------------|---------------------|--------------|
| (a) Everyone in Liverpool will gain from the Capital of Culture | | | | | | |
| (b) I think the money will be wasted | | | | | | |
| (c) The city will be a much better place by 2008 | | | | | | |
| (d) Only the city centre will really benefit | | | | | | |
| (e) There will be a lot of new investment in Liverpool | | | | | | |
| (f) It won't have a long term impact on the city | | | | | | |
| (g) A lot of new jobs will come to Liverpool because of Capital of Culture | | | | | | |
| (h) There won't be things for ordinary people | | | | | | |
| (k) It won't make any difference to this neighbourhood | | | | | | |
| (m) The ECoC will give people outside of the city a more positive impression of Liverpool | | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| (n) Liverpool is mostly presented in negative ways by the national media | | | | | | |
|--|--|--|--|--|--|--|

Q24: On the following areas, how do you think Liverpool compares with other cities in Britain (apart from London)? **(flash card)**

| | Better 1 | About the Same 2 | Worse 3 | Don't Know 8 |
|---------------------------------|-------------|---------------------|------------|-----------------|
| (a) Shopping | | | | |
| (b) Hotels | | | | |
| (c) Restaurants and cafes | | | | |
| (d) Night life (pubs and clubs) | | | | |
| (e) Music | | | | |
| (f) Museums and galleries | | | | |
| (g) Theatre | | | | |
| (h) Crime | | | | |
| (k) Overall | | | | |

Q25: In a couple of words, what is the **best thing** about Liverpool?

Q26: In a couple of words, what is the **worst thing** about Liverpool?

Q27: On a scale of 1 to 7 how do you think other **people outside of Liverpool generally view the City**, with **7 being very negatively** and **1 being very positively**?

| | | | | | | | |
|---|---|---|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | D/K(8) |
|---|---|---|---|---|---|---|--------|

Q28: How do you think the view of Liverpool from people outside the City is changing?

Improving (1) **Staying the same** (2) **Getting worse** (3) **Don't know** (8)

Q29: Can you say in one or two words why?

Q30: How much do you agree with the following statements?

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|---|---------------------|------------|--------------|---------------|------------------------|-----------------|
| (a) I spend most of my leisure time in this neighbourhood | | | | | | |
| (b) I often go to the City Centre for entertainment | | | | | | |
| (c) I frequently visit other areas outside of Liverpool for entertainment and leisure | | | | | | |
| (d) I feel safe having a night out in the City Centre | | | | | | |
| (e) I feel safe having a night out in this neighbourhood | | | | | | |

Q31: How much do you agree with the following statements?

| | Strongly Agree 1 | Agree 2 | Neither 3 | Disagree 4 | Strongly Disagree 5 | Don't Know 8 |
|--|------------------|---------|-----------|------------|---------------------|--------------|
| (a) Liverpool is improving and has a positive future | | | | | | |
| (b) Things will get worse for this neighbourhood | | | | | | |
| (c) Crime is dropping in the city | | | | | | |
| (d) Crime is dropping in this neighbourhood | | | | | | |

Q32: Is there anything that you would like to add?

Finally, I just need to get some personal information from you:

| | | | |
|--------------------------------------|--|-----------------|---|
| Q33: Gender | <input type="checkbox"/> Male (1) <input type="checkbox"/> Female (2) <input type="checkbox"/> Transgender (3) | Q34: Age | Age <input type="checkbox"/> Question Refused (9) |
| Q35: Disability | Do you consider yourself to have any long-term illness, health problems or disability? <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (2) <input type="checkbox"/> Question refused (9) | | |
| Q36: Housing (flash card) | Which of the following describes your housing tenure? <input type="checkbox"/> owner occupier (1) <input type="checkbox"/> rented – social landlord (2) <input type="checkbox"/> rented – private (3) <input type="checkbox"/> other (4) <input type="checkbox"/> Question refused (9) | | |
| Q37: | How long have you lived in this house? <input type="checkbox"/> Less than 6 months (1) <input type="checkbox"/> 6-12 months (2) <input type="checkbox"/> 1-2 years (3) <input type="checkbox"/> 3-5 years (4) <input type="checkbox"/> 6-10 years (5) <input type="checkbox"/> over 10 years (6) <input type="checkbox"/> Question refused (9) | | |
| Q38: Ethnicity (flash card) | To which of these groups do you consider you belong? White: <input type="checkbox"/> White British (1) <input type="checkbox"/> White Irish (2) <input type="checkbox"/> Any other white background (3) Asian or Asian British: <input type="checkbox"/> Asian British (4) <input type="checkbox"/> Bangladeshi (5) <input type="checkbox"/> Indian (6) <input type="checkbox"/> Pakistani (7) <input type="checkbox"/> Any other Asian background (8) Black or Black British: <input type="checkbox"/> African (9) <input type="checkbox"/> Black British (10) <input type="checkbox"/> Caribbean (11) <input type="checkbox"/> Nigerian (12) <input type="checkbox"/> Somali (13) <input type="checkbox"/> Any other Black background (14) Chinese or Other ethnic group: <input type="checkbox"/> Chinese (15) <input type="checkbox"/> Gypsy/ Traveller (16) <input type="checkbox"/> Yemeni (17) <input type="checkbox"/> Latin American (18) <input type="checkbox"/> Other (19) Mixed: <input type="checkbox"/> White and Asian (20) <input type="checkbox"/> White and Black African (21) <input type="checkbox"/> White and Black Caribbean (22) <input type="checkbox"/> Any other mixed background (23) <input type="checkbox"/> Question refused (99) | | |
| Q39: Work status (flash-card) | Which of these activities best describes what you are doing at present? <input type="checkbox"/> Employed - 30 hours plus per week (1) <input type="checkbox"/> Employed - under 30 hours per week (2) | | |

| | |
|---|--|
| | <input type="checkbox"/> Self employed (3) <input type="checkbox"/> On a government supported training programme (4) <input type="checkbox"/> Full-time education at school, college or university (5) <input type="checkbox"/> Unemployed and available for work (6) <input type="checkbox"/> Long Term sick/disability (7) <input type="checkbox"/> Wholly retired from work (8) <input type="checkbox"/> Looking after the home (9) <input type="checkbox"/> Doing something else (10) <input type="checkbox"/> Question refused (99) |
| Q40: Social class (flash card) | <p>Which of the following best describes the main wage earner in your household?</p> <input type="checkbox"/> manual worker (1) <input type="checkbox"/> shop or catering worker (2) <input type="checkbox"/> manager or professional worker (3) <input type="checkbox"/> other non-manual worker (4) <input type="checkbox"/> unemployed or retired (5) Or write in job (if you can not categorise)..... <input type="checkbox"/> Question refused (9) |
| Q41: Education | <p>What is your highest level of educational qualification?</p> <input type="checkbox"/> lower than GCSEs/equivalent (1) <input type="checkbox"/> GCSEs/equivalent (2) <input type="checkbox"/> A-levels/equivalent (3) <input type="checkbox"/> Undergraduate degree/equivalent (4) <input type="checkbox"/> Postgraduate degree (5) <input type="checkbox"/> Question refused (9) |

Thank you for your time

6.4 Appendix 4 - Glossary of Liverpool ECoC events

| Event | Description | Date |
|--|--|------------------------------|
| Africa Oye | An annual free celebration of African music and culture, staged at Sefton Park. | June, annually |
| Audiovision Festival | A festival featuring visual installations, live VJ'd music performances, artist screenings, visual workshops and an outdoor bike-in theatre at Pier Head, Liverpool. | September 2008 |
| BBC Sports Personality of the Year | Televised sports award show staged at Liverpool ACC. | December 2008 |
| The Bluecoat (opening programme) | The Bluecoat is an arts venue in Liverpool city centre which re-opened following extensive refurbishment. | March 2008 |
| British Dance Edition (BDE) | A significant annual national trade fair and showcase for dance, hosted across various Liverpool venues in 2008. | January to February 2008 |
| Cities on the Edge | Cities on the Edge was a partnership of six European cities - Liverpool, Bremen, Gdansk, Istanbul, Marseilles and Naples – brought together for a project in order to explore their roles as historic ports and their shared sense of themselves as city-states, as islands within their nation. The programme included explorations, exchanges, debates, conferences, films and publications. | Throughout 2008 |
| Clipper Race | Liverpool was the starting and finishing port for the Clipper 'Round the World' Yacht Race for both the 2005 to 2006 and 2007 to 2008 races. | 2005, 2006, 2007, 2008 |
| Four Corners | The Four Corners project was run by the Creative Communities team at Liverpool Culture Company, matching specific neighbourhoods with providers, and using artists to guide local people in creative projects. | Annually since 2008 |
| Grand National/ Aintree Races | High profile horse race which is the highlight of the annual Aintree Races. | April, annually |
| Hub Festival | A free festival of urban youth culture featuring urban art, music, and extreme sports. | May 2008, staged annually |
| Go Superlambananas | A participatory public art project in which 125 decorated 'superlambananas ²¹ ', many created by community organisations, were exhibited around the city. | June to August 2008 |
| La Machine/ 'the Spider'/ la Princesse | This was a mass audience event involving a gigantic mechanical spider circulating throughout the city over three days. | September 2008 |
| Le Corbusier exhibition | An exhibition of the work of the modernist architect Le Corbusier held in the Crypt of the Metropolitan Cathedral. | October 2008 to January 2009 |
| Liverpool Cityscape | A 'portrait' of Liverpool by artist Ben Johnson, commissioned by National Museums Liverpool and exhibited at the Walker Art Gallery with an artists' residency, during which members of the public could watch the completion of the work. | May to November 2008 |

²¹ *Superlambanana*, a public art work by Taro Chiezo developed for the 1998 ArtTransPennine Exhibition.

| Event | Description | Date |
|---|--|----------------------------------|
| Liverpool Sound | A concert at Anfield Stadium featuring Sir Paul McCartney as the headline act. | June 2008 |
| Lord Mayor's Parade | An annual parade through Liverpool city centre involving a wide variety of community groups. | June 2008 and annually |
| Mathew Street Festival | An annual music festival taking place at indoor and outdoor venues across Liverpool city centre each August Bank Holiday Weekend. | August, annually |
| MTV Europe Music Awards | Liverpool ACC hosted the prestigious televised awards night. | November 2008 |
| One Step Forward, One Step Back | Site-responsive theatre experience at the Liverpool Anglican Cathedral. | April 2008 |
| Opening Ceremony | The official launch of Liverpool's year as ECoC, a free public event on St George's Plateau, featuring a performance by Ringo Starr. | January 2008 |
| RESPECTacles | An exhibition to mark Holocaust Memorial Day staged firstly at Liverpool Town Hall and then subsequently at World Museum Liverpool. | January 2008, May to August 2008 |
| Simon Rattle and the Berliner Philharmoniker | Sir Simon Rattle conducted performances with the Berliner Philharmoniker and the Royal Liverpool Philharmonic Orchestra at Liverpool's Philharmonic Hall. | September 2008, October 2008 |
| Streets Ahead | A programme of street arts performances staged in various locations across Liverpool city centre over the Whit Bank Holiday Weekend. | May 2008 |
| Summer Pops | A programme of pop and classical music concerts staged annually on the Liverpool waterfront. ACC Liverpool was the venue for the Summer Pops for the first time in 2008. Previously the Summer Pops concerts were staged in a temporary marquee on the King's Waterfront site. | July, annually |
| Tall Ships Festival | Liverpool hosted the start of the 2008 Tall Ships Race with an associated festival weekend. | July 2008 |
| Tartuffe | A staging of Moliere's play, translated by Roger McGough, at the Playhouse Theatre, which was critically very well received. | May 2008 |
| Transition: The Peoples' Celebration (Closing Ceremony) | An event at the Pier Head with fireworks, music and dance performances and light installations, to mark the official handover of the title of European Capital of Culture. | January 2009 |
| Viennese Balls | A series of traditional Viennese balls staged by Liverpool Culture Company at St George's Hall. | April 2008 |