

Measuring the Impacts of Cultural Programming  
 Impacts 08 and Northwest Culture Observatory  
 9 March 2007 | Foresight Centre, University of Liverpool

**IMPACTS 08**  
 European Capital of Culture Research Programme

**Measuring the impacts of culture-led regeneration**  
 Developing appropriate research methodologies

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**Challenges** | Addressing the need to...

- Bring together a range of social science approaches to deal with the multiple impacts that are expected by Liverpool ECoC 2008.
- Work with existing data and build upon existing research, while recognising the limitations of existing data and definitions
- Bear in mind the unexpected outcomes | design exploratory research
- Build good academic model alongside need to provide useful data to inform programming and policy change.

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**Using an evaluation model** | from challenge to opportunity

- Cultural practitioners face requirement to **evidence** the value of culture
  - Beyond quantifying attendance and outputs
- Impacts 08 able to work with Culture Company and other cultural organisations to **develop good practice** in:
  - Monitoring systems for data collection;
  - Design of indicator frameworks;
  - Development of creative evaluation techniques
- Outcomes for all
  - Improved **management information** systems | evidencing practice
  - **Capacity building** in delivery staff | adds to legacy of ECoC
  - Together able to generate a wider range of data to **evidence the multiple impacts**
  - Understanding Monitoring and evaluation as **adding value**

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**How it works** | Cultural Participation

A key aim of Liverpool ECoC 2008  
 “To encourage and increase **participation in cultural activity** by people from communities across Merseyside and the region”

- Highlighted in the bid process and media reporting of why Liverpool won the bid

**Culture all.**  
A celebration of art, architecture, comedy, cinema, cooking, dance, heritage, literature, maritime, music, sport and theatre. So there's something for everyone.

It's our time. It's our place.

- Highlights a range of data challenges

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**Cultural Participation** | the wider questions

- Array of data available (with limitations) for ‘cultural participation’
  - Ticket sales | head count | ‘Taking Part’ surveys
- But, what are we measuring?
  - People at Liverpool 08 events?
  - More people at events in 2008, longer term?
- What is included in measures of cultural participation? | pubs & clubs; sports
- Developing audiences | beyond increasing numbers
  - Bringing audiences across genres, type of activity
  - Moving from audience to participant
- Reaching those people less likely to get involved
  - Change in profile of artists/organisations involved

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**Cultural Participation** | the wider questions

- Beyond **quantity** of participation to **quality**?
- Meaningful participation | role in decision making
- Legacy of changed cultural participation patterns?
- Longer term impact on lives and behaviour
- Liverpool ECoC is more than a series of events:
  - Change in value placed on culture and cultural participation
  - Value to people who do (and don't) attend/take part in events
- From **outputs** to **outcomes** to **longer term impacts**

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## Measuring quality and quantity



- Case of disability:
  - Priority group for DCMS
  - Increasingly prevalent with ageing population (a rich demographic)
  - Particularly hard to measure given:
    - Social model of disability
    - 'official' measures for disability
- Recognising and discussing the problem has given rise to creative solutions | to us and to practitioners
- What if we measure steps taken to ensure inclusion?
  - Beyond DDA | disability groups look at creative ways to respond
  - Signage for Liverpool 08 | solution to police leaflet language problems
- Potential for sustainable change in participation through focus on measure of quality of participation



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## Cultural Participation | Research strands



- Benchmark Indicators
- Secondary data analysis (e.g.)
- Contextualised with additional data collection and analysis



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## Cultural Participation | Research strands



- Benchmark Indicators
  - Attendance at events | participation in events | range of participation
- Secondary data analysis (e.g.)
  - Audience and Artist figures
  - National and regional participation profiles
  - Attitude and engagement surveys
  - Participation breakdown (sample surveys)
- Contextualised with additional data collection and analysis
  - Levels of involvement in decision-making | enhancing access
  - Outcomes of participation
  - Immediate | individual | community | organisational



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## Measuring the impacts of culture-led regeneration



- Building on previous research and debate | framing questions and designing methods around these
- Value of evaluation model | working with practitioners to increase the value given to data collection and enhance the data available
- Moving from measuring outputs to outcomes | from immediate to longer term
- Combining indicators and statistical assessment with qualitative and exploratory work to understand change



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Thank you  
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