

## Researching Liverpool 08 – Understanding the impacts of European Capital of Culture

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**Impacts 08 – The Liverpool Model**  
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## Researching the European Capital of Culture

- European City/Capital of Culture programme (ECoC)
  - EU devised initiative; conceived in 1983 without a clear remit or guidelines
  - Awarded to Glasgow in 1986; used as a catalyst for regeneration
  - 1994: first EU evaluation (86-93); Glasgow considered key reference point
  - 2004: second evaluation (94-03): regeneration identified as core objective
- Glasgow 1990: first city to actively engage in ECoC assessment
  - 1989-1991: Immediate economic impact (Myerscough, Policy Studies Institute)
  - 2002-2005: Long term cultural legacy (Garcia, University of Glasgow)
- Liverpool 2008: first city to commission longitudinal research programme
  - 2006-2010: Economic, physical, social and cultural impacts (University of Liverpool and Liverpool John Moores University)

## Researching Liverpool 08 | Impacts 08



- **Commissioned research** | Liverpool City Council + Liverpool Culture Company
  - Identify elements of success within the staging of the ECoC 2008
  - Provide evidence of impact across the four main identified dimensions of regeneration : economic, physical, social and cultural
- **Academic inquiry** | University of Liverpool and LJMU
  - **Holistic** assessment of the city to understand **positive and negative impacts**
  - Focus on understanding **cultural impact** in order to understand other impacts
  - Contextualise the assessment of impact by assessing **processes**
  - Engaging in the **methodological** debate | building on evidence to advance understanding
  - Aspiring to establish a replicable **model** for research into culture-led regeneration
- **Knowledge Exchange** | Local authority, regional bodies, cultural partners



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## Defined aims



- Provide **longitudinal impact analysis** of Liverpool ECoC programming
  - retrospectively, to cover the impact of the bid, and up to 2009/10;
- **Grow the evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
  - to inform the national debate, influence funding decisions and assist regional cultural planning;
- **Provide intelligence to guide decision-making**
  - within the ECoC cultural programme and marketing strategy
- **Provide a replicable model** that will add to the legacy of 2008
  - e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City.



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## What's special about Impacts 08?



### 1. Academic | Local Authority | Statutory Body | Cultural Sector partnership research model

- Mix of approaches and inputs lead to more nuanced approach to impact assessment + better data collection
- Added value of linking to other (non-LCC funded) academic research and student project support
- Ability to lever in additional funding for complementary work
- Sustainability: All Liverpool Universities (inc Hope University) as well as Liverpool City Council and Cultural Sector are looking at how to continue the working model



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## What's special about Impacts 08?



### 1. Academic | Local Authority | Statutory Body | Cultural Sector partnership research model

### 2. Breadth of areas of enquiry



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## Research framework | Thematic clusters



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## What's special about Impact08?



1. **Academic | Local Authority | Statutory Body | Cultural Sector partnership research model**
2. **Breadth of areas of enquiry**
3. **Range of methods**



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## Research strands | Main methodologies



- **Benchmark indicators**
  - Identification of clusters of key performance indicators for each 'theme'
  - Across the four dimensions of impact, from baselines in 2000 to 2010
- **Secondary data analysis**
  - Identifying, gathering and analysing relevant datasets, including:
    - In-house and external evaluations of specific elements of the ECoC programme
    - General local, regional and national data (tourism, economic, cultural development etc)
- **Contextual data collection and analysis: Impacts 08 projects**
  - Filling relevant data 'gaps' and explaining indicator and wider dataset mapping
- **Influencing the debate: knowledge exchange**
  - Sharing findings internally and widely – [www.impacts08.net](http://www.impacts08.net)
  - Contribution to and hosting of seminars, workshops, conferences
  - Knowledge exchange activities, especially with cultural sector



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## Findings | Liverpool Visitors 2008



- **Half of all visitors** to Liverpool were influenced to visit by Capital of Culture;
  - Visitor attractions influenced 55% and World Heritage Status, 40%
- **60% of first time visitors** were influenced by Capital of Culture
- Capital of Culture remained an influence on visits **right across the year** (other than a dip in the Easter period, and a noticeable fall-off towards the end of the year.)
- Capital of Culture status and events were a particular driver for first time visits to Liverpool for **international visitors** and those from **outside the North West**. 39.6% of new visitors to the city, influenced by ECoC were from the rest of the UK, and 36.6% were international.



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## Findings | Liverpool 08 Events



- Just under 300 events in the Yearbook
- Over 800 on the 08website
- Thousands of exhibition days, performances and events around the city

	La Machine	Go Super lambananas	Tall Ships	Mathew Street Festival	Liverpool Sound
<b>Attendance</b>	200,000	570,000	325,000	185,000	36,000
*Residents	46%	45%	26%	34%	36%
*Overnight	3%	17%	14%	16%	19%
<b>Eco Impact (Additional )</b>	£2m	£9,6m	£8,2m	£7m	£5m



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## Liverpool people's response | 08 Welcome



The 08Welcome and 08 Volunteers Programme | working with local residents and with staff in the visitor infrastructure sector in order to build on the friendly welcoming image of Liverpool people, as well as to strengthen the quality and professionalism of service provided

Research carried out over 2006-09, with volunteers, hotel staff and taxi drivers, published (or to be published) in two reports:

“Retelling the City” and “Volunteering for Culture” – [www.impact08.net](http://www.impact08.net)

Findings | what people enjoyed about Capital of Culture

- Changing visitors' perspectives of Liverpool and its people, so many people were amazed with Liverpool when they visited for the first time
- Meeting and helping a wide variety of visitors to enjoy the city's attractions



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## Findings | how local people promote the city



“I think the man in the street sells [the city] quite well.”

### “Bigging the place up” - *Provoking excitement about the city*

- “I’m pushing it (laughs). So I would feel a bit of a failure if they [hotel guests] weren’t getting a bit excited and going on the walks and going on looking at the city in a different way. ”
- “You’re bigging the place up all the time. You know, and saying you wouldn’t want to live anywhere else”



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## Findings | how local people promote the city



### **Communicating key facts**

- And I was like going up to people saying, “Do you know how many listed buildings there are?”, “And do you know how many monuments there are in Liverpool?”
- “I’ve also read quite a few books on Liverpool, on the history of places in Liverpool. It’s good from a taxi driving point of view to have a bit of that knowledge. People ask about Lime Street Station and St. George’s Hall and you can do a little snippet of information. ”



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## Findings | how local people promote the city



### **Providing advice on places/entertainment opportunities**

- “We get really, really good opportunities, because you get so many people who, like, come on a Friday afternoon and they’ll say, “Oh, you know, we’ve come, we’ve heard it’s good in Liverpool. What can we do? What can we see? Where can we go tonight? Can you recommend any restaurants?”
- “One of the things I always do now is I point them to the 08 place and I never used to - I mean, the tourist information’s always been there, but we never really used to point people to that. ”



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## Impact08 findings | Cultural vibrancy (2000-8)



## Impacts 08 findings | Cultural participation



### Perceived drivers

- Local champions
- Community work as introduction to city centre venues/events
- Family friendliness
- Opps for **active** participation

15m visits to events or attractions in 2008

Three pavilions in deprived communities owned by neighbourhoods and praised by critics

60% of local people claim attendance at museums (42% nationally)

Above average BME, lower socio-eco groups and young people attend 08 events

### Perceived barriers

- Cost
- Availability of transport
- Lack of children suitability
- Inadequate marketing
- Lack of interest or understanding

Over 4,000 registered volunteers, 1,000 active

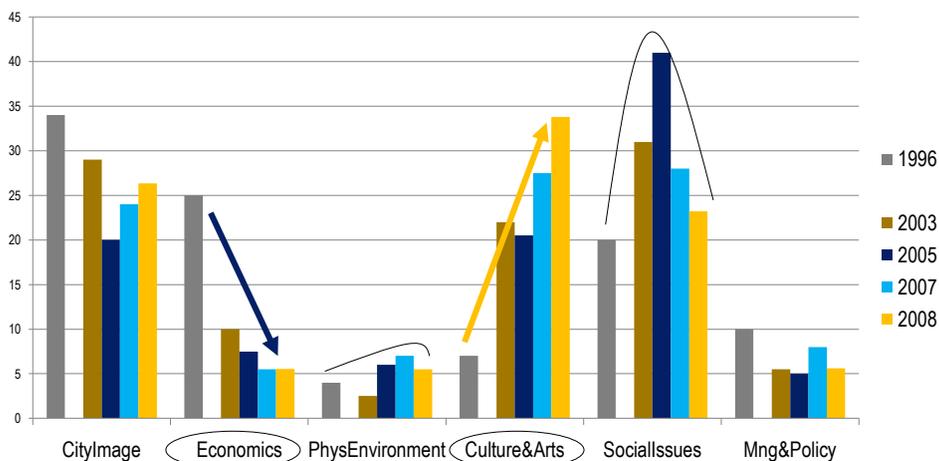
13% of volunteers are of BME background



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## Findings | Image Change - National Press coverage



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## Findings | Online Media Impacts



- Over 500 Facebook pages, groups and events were created around ECoC 2008 content, some of which utilized the Liverpool08 logo to identify their community.
- Over the 2008 period, key events to interrupt the dominance of football within Google searches were the Liverpool Echo Arena, Liverpool One, Liverpool 2008, Liverpool Sound, the Tall Ships, the Klimt Exhibition and the Spider(LaPrincesse).

YouTube impact of Liverpool 2008

Search term	No. of Clips	No. of views (top ten clips)
MTV awards Liverpool	183	1,280,000
European Capital of Culture 2008	793	285,000
Spider, La Princesse	263	270,000



www.im

## Impacts 08 | finding out more



- Summary of key data on impacts of Liverpool 08 due end 2009
- Full Impacts 08 report to be published March 2010
- Impacts 08 Conference – March 2010
- Wide local, national and international dissemination
- Online publication of all reports to date via [www.impacts08.net](http://www.impacts08.net)



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Web links

- [Impacts 08 blog](#)
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## Impacts 08



**Impacts 08 is a joint research initiative of the University of Liverpool and Liverpool John Moores University, which evaluates the social, cultural, economic and environmental effects of Liverpool's hosting the European Capital of Culture title in 2008.**

Since 2005 our research programme, commissioned by Liverpool City Council, has been examining the progress and impact of this experience on the city and its people. Our aim is to develop a model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and internationally.

Above: Liverpool 08 banners at the Walker Art Gallery by B. Garcia



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

**Latest news:**  
Our *Measuring Cultural Engagement* workshop, held at Liverpool's Foresight Centre on 27th July, was a great success. [Download the presentations, see who was there and contribute to the ongoing debate.](#) [More news>>](#)

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