IMPACTS 08
European Capital of Culture Research Programme

Capturing the impacts of Liverpool 08
Evaluating European Capital of Culture

Ruth Melville, Programme Manager
Impacts 08 – The Liverpool Model
European Capital of Culture Research Programme

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Researching the European Capital of Culture

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- European Capital of Culture programme
  - EU initiative; conceived in 1983 with a broad remit
  - Awarded to Glasgow in 1986; used as a catalyst for regeneration
  - 1994: first EU evaluation (86-93); Glasgow considered key referent 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 (Policy Studies Institute)
  - 2002-2005: Long term cultural legacy (University of Glasgow)

- **Liverpool 2008: first city to commission longitudinal research**
  - 2005-2010: Economic, physical, social and cultural impacts
    (University of Liverpool and LJMU)

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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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Impacts 08 Research Programme | Defined aims

- **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 **longitudinal impact analysis** of Liverpool ECoC programming
  - retrospectively, to cover the impact of the bid, and up to 2009/10;

- **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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Impacts 08 Research Programme | Defined aims

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    - to inform the national debate, influence funding decisions and assist regional cultural planning;

[holistic measurement]

- **Provide intelligence to guide decision-making**
    - within the ECoC cultural programme and marketing strategy

[knowledge transfer]

- Provide **longitudinal** **impact analysis** of Liverpool ECoC programming
    - retrospectively, to cover the impact of the bid, and up to 2009/10;

[sustainable legacy]

- 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.

[beyond Liverpool, beyond the ECoC]

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Lessons for researching impacts of major events and other cultural programmes

Research Partnership and Knowledge Exchange

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Research Partnership Model

- Work in partnership and knowledge exchange – with local, regional and national government, with cultural sector, with other academics and other policy researchers
- Look at what data is currently collected and support to improve it
- Encourage and support research partners to challenge their ways of measuring and how this impacts on all areas of their practice
- Work with partners to support specific projects which explore new ways of measuring and analysing impact

- Where needed develop specific projects to address gaps in data collection and methodology

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The Value of Academic Research

- There is currently both:
  - demand for evidence based policy and
  - recognition of the need to improve the knowledge base available
- However there's a need to go beyond simply building the knowledge base to offer critique and shape research and policy in new economic and political environment
- There aren't simple answers – issues of disaggregation, meaning behind the numbers, loaded terms – can we ever really 'capture impact'?

- Academic research in collaboration with consultancy and policy research has the potential to address this

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Academic Research and Knowledge Exchange

Over the development of the programme Impacts 08 has:

- drawn on our strong academic framework and collaborations with academics internationally to ensure that we develop original knowledge to shape the debate
- Developed relationships and shared understanding with practitioners and policy-makers to ensure research meets practical needs and addresses current issues
- Carried out linked AHRC/ESRC funded Impacts Fellowship and AHRC/ACE Impacts Workshops

- Overall model of drawing on and working within an academic framework while building the partnerships and networks to effect high quality knowledge to influence policy and practice
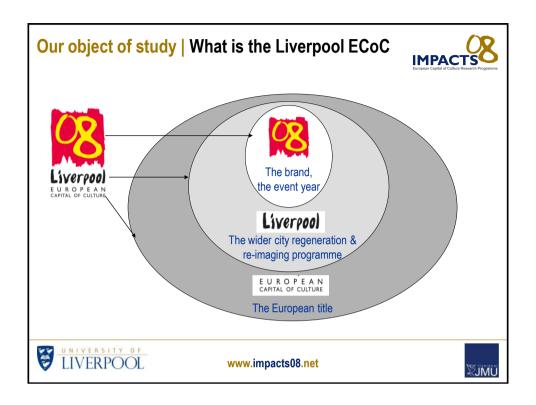
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Lessons for researching impacts of major events and other cultural programmes

Clarity over research questions and object of study

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Our object of study | What is the Liverpool ECoC

The brand,
the event year

Liverpool

The wider city regeneration &
re-imaging programme

EUROPEAN
CAPITAL OF CULTURE

The European title

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What is the Liverpool ECoC | Intended impacts

Liverpool Culture Company Objectives

- To create and present the best of local, national and international **art and events** in all genres
- To build community enthusiasm, creativity and **participation**
- To maintain, enhance and grow the **cultural infrastructure** of Liverpool
- To **increase the levels of visitors** and inward investment in Liverpool
- To **reposition Liverpool** as a world class city by 2008

2008 European Capital of Culture Vision

- To positively **reposition Liverpool** to a national and international audience and to encourage more visitors to the city and the North West
- To encourage and **increase participation** in cultural activity by people from communities across Merseyside and the wider region
- To create a **legacy of long term growth and sustainability** in the city's cultural sector
- To develop greater **recognition nationally and internationally for the role of arts and culture** in making our cities better places to live, work and visit

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What is the Liverpool ECoC | Intended impacts

cultural vibrancy | **participation** | **image**

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Breadth of enquiry

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Slide 1:

Research framework | Thematic clusters

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access, outreach, diversity

cultural participation

creativity
production
consumption

cultural vibrancy

image & identity
media coverage
perceptions

employment
tourism
investment

economic growth

social capital
inclusion
well-being
quality of life

physical environment
infrastructures
sustainability

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management
aims + objectives
policy, strategy

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Slide 2:

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Explore process as well as outcomes

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Understanding the process of Liverpool 08

- Theme on philosophy and management of the process - running from assessment of how and why Liverpool won the denomination of ECoC, through delivery process and legacy
  - Interviews with delivery team and management, city governance, regional and national policymakers, European Commission.
  - Observation and close working relationship with Culture Company team, management and board
  - Access to all documentary data
- Learn lessons for future Cities and Capitals of Culture and other events
- Understand some of issues that shape the way ECoC impacted on perceptions and outcomes

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Range of methodologies

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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
  - Over 25 primary data projects, both qualitative and quantitative, covering local people's experiences of ECoC, visitors' perceptions, business, cultural and governance views and experiences, impacts on cultural engagement, quality of life, media impacts...

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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.impacts08.net

Findings | local people as city promoters

- "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. "

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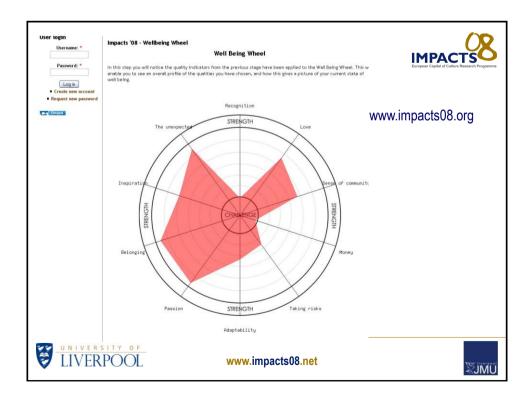
Quality of Life impact | Quantifying the qualitative?

- Quality of Life impacts measurement tool
- Being developed with health researchers using an 'Appreciative Inquiry' approach
- Draws on best practice and experience of arts for social inclusion practitioners for some 'standard' measures

but also..

- Allows individuals, groups or artists running projects to set their own quality of life outcomes.
- Encourages creativity in applying tool, opportunity for reflection

but also…

- Gives quantified change in various areas of quality of life

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Lessons for researching impacts of major events and other cultural programmes

Longitudinal Programme

Capturing the impact | Need for longitudinal study

Prior to event/programme commencement
- Decisions on research parameters
- Establishment of data collection systems and research partnership
- Baseline data collection

During event
- Focus on data collection – outputs and process

Post event
- Much data isn't available for up to 12 months
- However bear in mind lots of data 'disappears' when delivery team goes
- Full impacts not likely to show for up to 10 years – economic and social impacts

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

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Thank you

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