

## Celebrating 25 years of European Capitals of Culture

Session 5 | Leaving a Legacy



European Commission, (Brussels, 24 March 2010)



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## Researching the European Capital of Culture



- Palmer / Rae study on ECoC programme (1995-2004), key warnings:
  - Lack of contemporary and retrospective data, poor quality assessments
  - It is not possible to compare experiences nor fully understand legacies
- 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 a longitudinal research programme
  - 2005-2010: Economic, physical, social and cultural impacts (Garcia, University of Liverpool and Liverpool John Moores University)

Beyond short-term evaluation



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## Background | Liverpool 2008, the right time, the right place

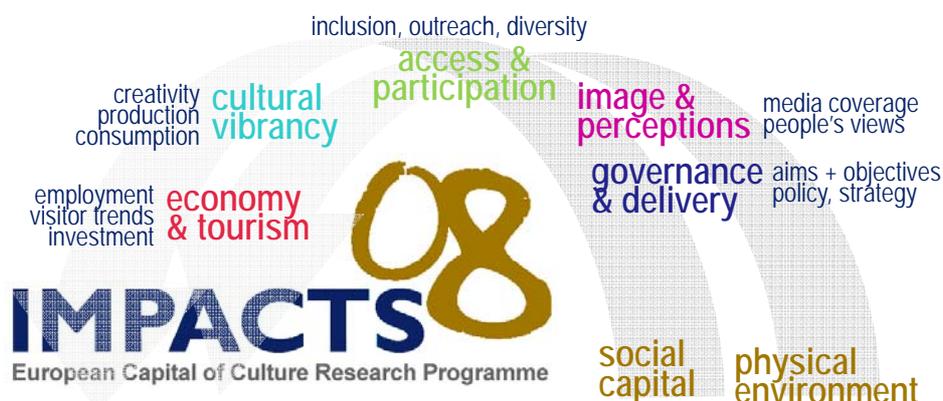
- **2003-2010** | since Liverpool's nomination as ECoC, a key period in the advancement of cultural policy and impact research throughout Europe
  - Key terms | culture as tool for development, creative cities, creative class, creative economy
  - Acceptance of integrated **cultural planning** as an urban policy model
  - Widespread discussion on the need for '**longitudinal research**'
  - Generalisation of the term '**impact assessment**'
  - Emphasis on knowledge transfer and **knowledge exchange**
- Ongoing research challenges
  - **short-termism, instrumentalism**, imposing frameworks not fully sensitive to local cultural environments; imposing quantitative 'measures' over capturing intangible value
- Liverpool | seen as a relevant laboratory to test concepts and methodologies
  - First ECoC host city to commission a longitudinal research programme (2005-2010)
  - Requesting evidence of impact across four regeneration dimensions (**holistic frame**)
  - Appointment of University consortium to lead the research (**critical assessment**)
- European Commission | funding towards cultural policy groupings (2009-10)
  - Using the ECoC title as a case study to test comparable methodologies



## Impacts 08 | Research framework



- **Longitudinal** : [2000-2003] 2005 – 2010 [2015]
- **Self-reflective** : analyses process as well as outcome
- **Holistic** : multiple dimensions of impact; positive as well as negative
- **Collaborative** : Research & Arts Councils match funding, data sharing univ/ gov / industry



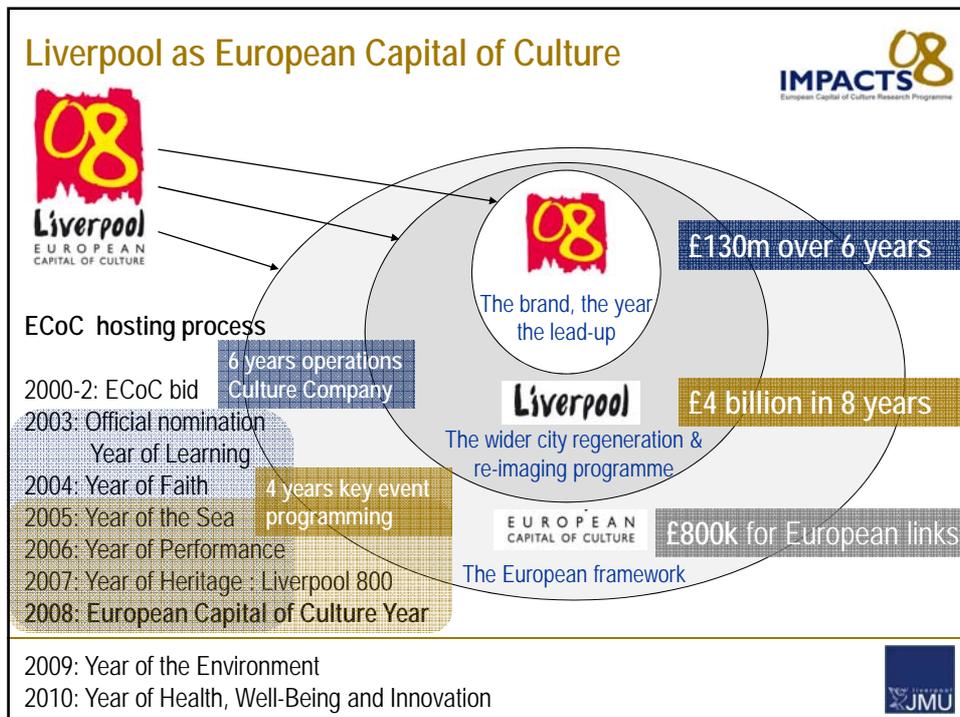
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equalities  
well-being  
quality of life

infrastructures  
public realm  
sustainability



# Liverpool as European Capital of Culture



## Liverpool as European Capital of Culture

### Intended impacts & legacies



#### 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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## Liverpool as European Capital of Culture

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cultural vibrancy | participation | image

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## The findings | main areas of impact



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## Findings | Economy and tourism



9.7m additional visits

£754m direct spend  
in Liverpool + region

34% growth  
in visitors since 2007

2.6m international visitors  
(97% of them visit first time)

1.14m additional hotels nights in Liverpool  
plus 3m in the North West region

**Findings | Cultural access and participation**

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

Above average ethnic minorities, lower socio-economic groups and young people attend ECoC events

15m visits to events or attractions in 2008

**60% of residents attend at least one ECoC event**

Growth in cultural engagement (2006-2008)

- 10% yearly rise in arts audiences (2006-2008)
- 50% rise in visitors to sub-region's largest attractions
- Drop in % of people who claim to have no interest in culture

Over 4,000 registered volunteers, 1,000 active

**Findings | Cultural vibrancy and sustainability**

New local cultural networks attracting multi-million national grants

From mid 1990s to end of 2008, 211% growth in culture stories

8% growth in creative industry enterprises since 2004

over 70% of ECoC contributors locally based

Greater awareness of Liverpool's contemporary cultural offer, beyond football and Beatles

51% of local peers agree that Liverpool has been repositioned as a 'world class city'

## Findings | Image and perceptions

Over 85% of national articles on ECoC events are positive or neutral

Less polarised media representation. From 1990s fixed negative & positive extremes into nuanced stories on diverse contemporary issues

ECoC stimulates wider use of online social media platforms offering alternative narratives

In 2008, cultural stories dominate national media, outnumbering social / crime related stories

71 % more national positive stories on Liverpool as a city between 2007 and 2008

## Findings | Governance and delivery process

Highest amount of sponsorship (£24m) and earned income (£4m)

85% residents agree that city is a better place in 2009 than before ECoC

International ECoC peers view Liverpool as a reference point for community involvement and research strategy

Business stakeholders agree that the ECoC has added value to existing regeneration programmes

New collective cultural strategy for city-region

New approaches to joint cross sectoral thinking have emerged

## Summary | Immediate ECoC impacts



- The Liverpool ECoC presented a **geographically and socially inclusive programme**,
  - It reached a significant variety of audiences, ensuring local engagement across socio-eco groups
  - It achieved very high satisfaction levels, particularly during 2008 itself.
- The city has undergone a remarkable local, national and international **image renaissance**
  - **local** opinion leaders give more credibility to the cultural sector as a source of civic leadership;
  - **national** media present a richer picture of Liverpool as a multi-faceted city with world class assets;
  - **internationally**, Liverpool rediscovered as a tourist destination beyond football and the Beatles, and its approach to ECoC delivery is held as a key reference by other European cities.
- **Levels of confidence have been raised across the city**, particularly in culture and tourism
  - Strong partnerships developed, continuing post 2008
  - These may bring greater opportunities to produce, retain and attract talent, attract external investment and further develop the range and quality of the city's offer.
- **Culture is more widely accepted as a driver for economic change and social inclusion**
  - The cultural sector played a larger role in the city's leadership in the lead up to 2008
  - In 2010, there is ongoing commitment to ensure that the sector continues to contribute in areas as diverse as community safety, tourism development, health or city centre management.

## Summary | Wider context and challenges



- Expectation management
- Building on crisis points as catalysts for change
- Understanding timeframes
- Assessing the 'European dimension'

## Impacts 08 reports

### Programme overview

- Impacts 08 Baseline Findings 2006-2007 (2007)
- Impacts 08: Methodological framework (2010)

### •[Final Report] Creating an Impact (2010)

### Cultural Access and Participation

- Volunteering for Culture (2010)
- Neighbourhood Watch (2010)
- Impacts of Culture on Quality of Life (2010)

### Cultural Vibrancy and Sustainability

- Liverpool's Creative Industries (2009)
- Liverpool's Arts Sector (2009)

### Image and Perceptions

- Media Impact Assessment (Part I) (2006)
- Re-telling the City: exploring local narratives (2007)
- Liverpool 08 Centre of the Online Universe (2009)
- The Look of the City (2010)
- Media Impact Assessment (Part II) (2010)

### Economy and Tourism

- Doing Business in the ECoC (Part I): (2007)
- Doing Business in the ECoC (Part II): (2008)
- ECoC and Liverpool's Developer Market: (2008)
- Tourism and the Business of Culture (2010)
- Economic Impact of Visits Influenced by the ECoC

### Economy & tourism background papers

- Estimating Economic Benefits of Event Tourism
- Economic Impacts of the Liverpool ECoC (2008)
- Methodology for Measuring the Economic Impact of Visits Influenced by the Liverpool ECoC (2009)

### Governance and Delivery Process

- Who Pays the Piper? (2008)
- Liverpool on the map again (2010)

All reports available at:  
[www.impacts08.net](http://www.impacts08.net)

## Ways forward | Lessons for impact research



## Conclusions | Establishing a model for research



- The need to conduct **longitudinal** research to understand impacts
  - A five year programme leading up to and during the event and beyond
  - However, the most important legacies are likely to emerge from the event
- Combining **quantitative and qualitative** techniques
  - Statistics help capture representative data / find trends
  - In-depth qualitative research allows locally specific insights
- Establishing a **collaboration** across research sectors and nation states
  - Universities working alongside data agencies
  - Combining independent academic research + data
  - Diversifying funding for research : from commercial to public
- The involvement of **universities**, strengthens the legacy of hosting the event

Sustain working priorities,  
beyond election cycles

Fund multi-specialist teams simultaneously  
Accept time delays to contextualise data

Negotiate conflicting agendas  
Establish diverse communication  
channels (internal, public, peer refereed)



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## Points for discussion



- Culture can be a key **catalyst** for local development and regeneration
- Emerging **evidence** in Liverpool shows that key drivers result from applying cultural incentives and investment within economic, social, physical as well as cultural/ artistic / creative policy agendas
- A key **challenge** to culture-led regeneration is the risk to take culture out of context and **instrumentalise** it for economic or social ends without attending to geographical, temporal and local identity sensibilities
- To maximise its potential and sustainability, we need to keep advancing our **understanding of synergies** as well as potential conflict between cultural, economic and social imperatives
- This requires more support to **assessment tools** that acknowledge the multiple dimensions of regeneration (*thematic, qualitative and quantitative methods*) and its progression over time (*longitudinal research*)



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Impacts 08 is a joint research initiative of the University of Liverpool and [Liverpool John Moores University](#), which has been evaluating the social, cultural, economic and environmental effects of Liverpool's hosting the European Capital of Culture title in 2008.



**Latest news:**  
*Creating an Impact: Liverpool's experience as European Capital of Culture*, our final report, is now published and available to download. [More news>>](#)

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