

## Celebrating 25 years of European Capitals of Culture

Session 5 | Leaving a Legacy



European Commission, (Brussels, 24 March 2010)



[www.impacts08.net](http://www.impacts08.net)



## 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



[www.impacts08.net](http://www.impacts08.net)



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

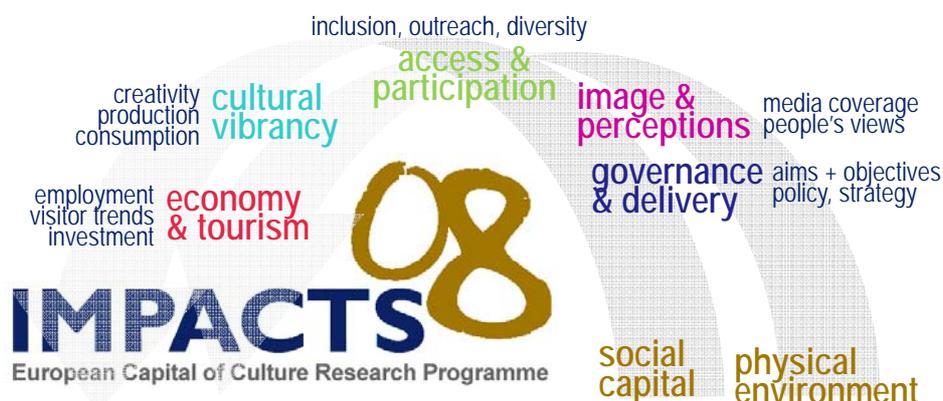
- **2003-2010** | since Liverpool's nomination as ECoC, a key period in the advancement of cultural policy and impact research throughout Europe
  - Key terms | culture as tool for development, creative cities, creative class, creative economy
  - Acceptance of integrated **cultural planning** as an 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



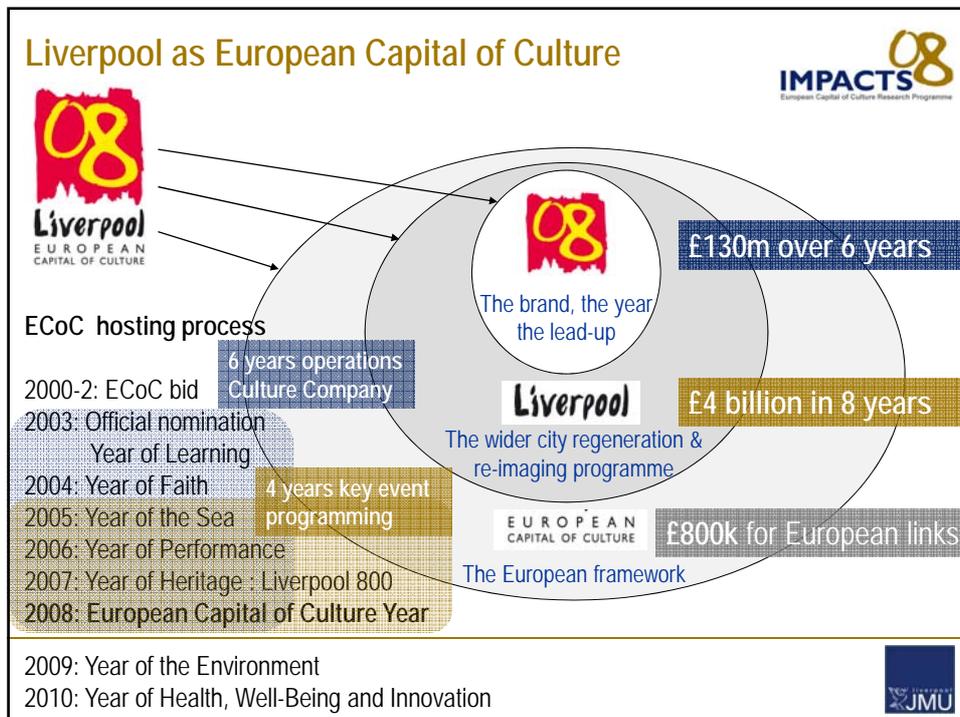
[www.impact08.net](http://www.impact08.net)

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



[www.impact08.net](http://www.impact08.net)



## Liverpool as European Capital of Culture

### Intended impacts & legacies



cultural vibrancy | participation | image

#### 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



[www.impact08.net](http://www.impact08.net)



## The findings | main areas of impact



[www.impacts08.net](http://www.impacts08.net)



## 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-eco groups and young people attend ECoC events

60% of residents attend at least one ECoC event

15m visits to events or attractions in 2008

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

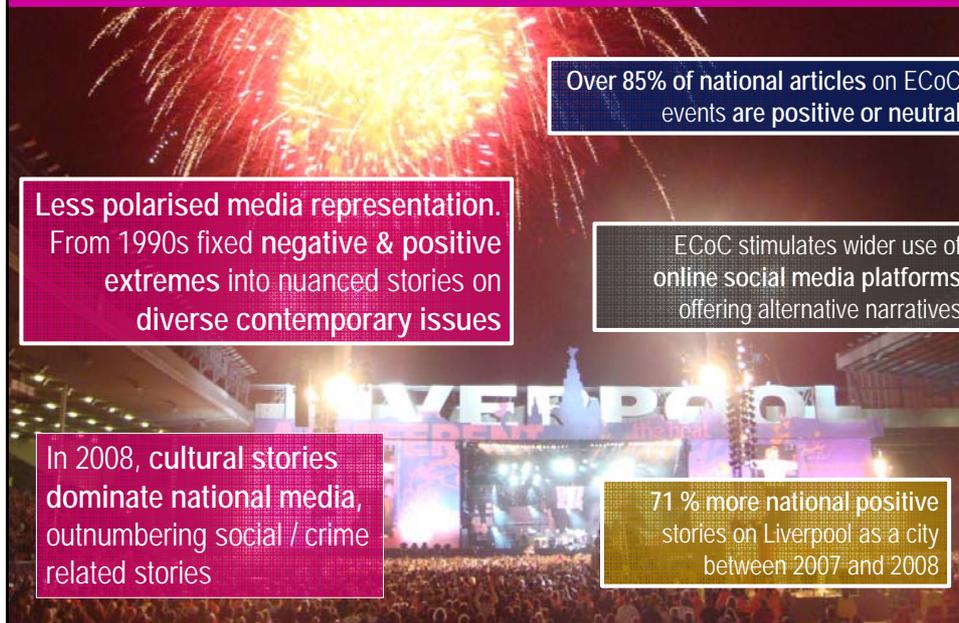
8% growth in creative industry enterprises since 2004

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

over 70% of ECoC contributors locally based

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 itself
- Combining **quantitative and qualitative** techniques
  - Statistics help capture representative data / find patterns
  - 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 science
  - 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)



[www.impact08.net](http://www.impact08.net)



## 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*)



[www.impact08.net](http://www.impact08.net)



You are here: [University Home](#) > Impacts 08

Impacts 08

About  
News  
Research themes  
Publications  
Seminars and events  
Complementary programmes  
Further information

Web links

Impacts 08 blog  
Impacts 08 on Twitter  
Impacts 08 on the road

Impacts 08



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>>](#)

[impacts08@liverpool.ac.uk](mailto:impacts08@liverpool.ac.uk)  
Phone: +44 (0)151 794 2988  
Fax: +44 (0)151 794 2997

Impacts 08  
University of Liverpool  
Eleanor Rathbone Building  
Bedford Street South  
Liverpool L69 7ZA

Thank you

Beatriz Garcia  
[bgarcia@liverpool.ac.uk](mailto:bgarcia@liverpool.ac.uk)

[www.impact08.net](http://www.impact08.net)



[www.impact08.net](http://www.impact08.net)

