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Impacts 08 – The Liverpool Model

European Capital of Culture Research Programme

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The Programme Team

Researchers

- Director – Dr Beatriz Garcia
- Senior Research Fellow – Ruth Melville
- Programme Assistant – Peter Campbell

Management Group

- Susanne Burns – Arts Consultant and Senior Lecturer
- Dr Margaret Edwards, Head of School of Social Sciences, Liverpool JMU
- Professor Alan Irwin – Dean, Faculty of SES, University of Liverpool
- Dr Steven Miles – Reader, School of Sociology and Social Policy, University of Liverpool
- Professor Roger Webster, Dean of Faculty of Media, Arts and Social Science, Liverpool JMU


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The programme brief

- Main aim:
 - The aim of Impacts 08 is to develop an exemplary, longitudinal *Liverpool Model* for cultural impact assessment that will measure and analyse the socio-economic, environmental and cultural impacts of Liverpool 08's cultural programme
- Objectives
 - Provide monitoring and longitudinal impact analysis of Liverpool 08 cultural programmes and events
 - Provide intelligence to guide decision-making within the cultural programme and marketing strategy.
 - Grow the evidence base for the impact of culture upon regeneration and city renaissance
 - Provide a replicable model that will add to the legacy of 2008


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- Major programme of research on impacts of ECOC 2008.
- Looks at 'four dimensions of regeneration'
 - Social
 - Cultural
 - Economic
 - Environmental
- Longitudinal – back to the bid and before, runs to 2010
- Multi-method – goes beyond simple economic value measures to explore perceptions, experiences, values.
- Builds a replicable model that can be applied to evaluating the impact of other culture-led regeneration programmes


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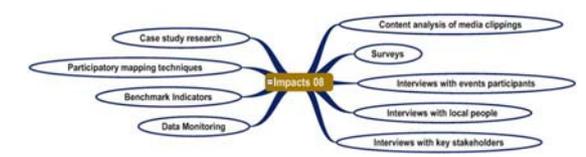
Impacts 08 | Research Themes




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Impacts 08 | Research Methods




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Linking with other researchers

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- Disseminating findings regarding Impacts 08
- Organising seminars, talks and events
- Linking up to do joint research projects and submit joint proposals
- Collecting information on other research carried out on Liverpool 08
- Link to NW Culture Observatory Gateway – currently being developed: www.northwestcultureobservatory.co.uk
- Database of research projects students have done on Liverpool 08

- Advice to students wanting further information on Liverpool 08 | via sessions like this only!



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What sort of research is needed? | Tate Liverpool

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- Social impact of Tate and our programmes
- Marketing evaluation - we'd be interested in looking at impact of our activity. Particularly regional impact
- Motivation to visit and experience of visit is something we'd like to know more about
- International - we say we want to be international and this matters a lot to us but exactly what is meant is very difficult to pin down. Would be interested in determining some kind of meaningful framework in which we could measure ourselves against galleries in Western Europe.



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