

Beyond Impacts | Lessons and legacies from
researching Liverpool's European Capital of Culture



Plenary Presentation

Impacts 08 Overview (II)
Ways forward – research legacies

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Ways forward | Lessons for impact research



Framework lessons | Longitudinal research



Prior to event/programme commencement (2003-2007)

- Decisions on research parameters
- Establishment of data collection systems and research partnership
- Baseline data collection

During event (2007-2009)

- Focus on data collection – outputs and process

Post event (2009-2010)

- Much data isn't available for up to 18 months
- However bear in mind lots of data 'disappears' when delivery team goes

Follow up study (2018 -2020)

- Full impacts not likely to show for up to 10 years –in particular economic and social impacts, but also any ability to make assessment of lasting image change.



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Framework lessons | multi-method approach



- Recognition from start that complex programme needs complex analysis framework
- **Indicators** and quantified outcome measurement can play a very valuable role (e.g. benchmarking, tracking change) BUT can only be truly understood in context, which emerges out of wider, complementary **qualitative work**



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Framework lessons | building a research partnership

Impacts 08 has developed a research partnership model which maximised the opportunities offered by enhancing the available data collection and analysis base

The partnership,

- Tapped into a network of partners who wanted to understand impacts, had a role or interest in collecting data across a wide range of domains, including:
 - arts, tourism, culture, regeneration, community safety as well as health
 - local, regional and national government
 - policy research and academia.
- Explored what they were currently collecting, worked with them to identify gaps, and where was a shared need to collect and analyse.
- Encouraged and supported them to challenge their ways of measuring and how this impacted on all areas of their practice
- Worked with partners to support and develop specific projects which explored new ways of measuring and analysing impact
- On this basis, Impacts 08 identified what were additional projects required to address gaps in data collection and methodology

Case studies

- Culture Company Data Collection and Evaluation Strategy
- Liverpool ECoC Visitor Research
- LARC Thrive Research Support

Framework lessons | knowledge exchange



Impacts 08's played a knowledge exchange role by

- Being situated on the intersection of policy, practice and academia:
 - Strong academic framework and collaborations developed original knowledge based on existing research, thus shaping the debate
 - Building relationships and shared understanding with practitioners and policy-makers ensured research met practical needs and addressed pertinent issues.
- Ensuring appropriate channels and styles of communication for distinct (and potentially conflicting) agendas:
 - **internal** / key stakeholder (confidential) updates
 - **public** (media friendly) announcements
 - **peer refereed** (academically rigorous) dissemination

Beyond Impacts 08 | Critical mass as catalyst for further research

The Impacts 08 programme has been leveraged by complementary research

- AHRC/ESRC Impact Fellowship ; AHRC/ACE workshops
- European Commission funded Cultural Policy Grouping

Additional research arising or linked to the programme

- **LARC Thrive research support** (2007 onwards) advancing the capacity of Liverpool's arts sector to deliver ground-breaking yet relevant research on social, intrinsic and economic impacts of the arts.
- **WE PLAY Research and Evaluation Framework** (2009-10) Working alongside University of Manchester , Arts Council North West and Legacy Producers group to design an framework for understanding the impact and legacy of NW Cultural Olympiad.
- **Academic research across University of Liverpool and Liverpool John Moores University** e.g. *Mental Wellbeing Impact Assessment of Liverpool ECoC*;
Liverpool Institute of Health Inequalities Research : arts impact on health.

Opportunities to influence national and international research agendas

- UK City of Culture
- London 2012 Cultural Olympiad (national and regional)
- Cultural Value debate within DCMS
- European Capital of Culture programme



Thank you

Beatriz Garcia
Ruth Melville
Tamsin Cox

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The screenshot shows the 'IMPACTS 08 - European Capital of Culture Research Programme' website. It includes a navigation menu with links like 'About', 'News', and 'Publications'. A central image shows the Walker Art Gallery with yellow banners. Text on the page describes the programme as a joint initiative between the University of Liverpool and Liverpool John Moores University, evaluating the social, cultural, economic, and environmental effects of Liverpool's 2008 European Capital of Culture title. Contact details for the programme are provided at the bottom right of the screenshot.