

Branding the European Capital of Culture Understanding the image impact of Liverpool 2008

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Impacts 08 – The Liverpool Model
European Capital of Culture Research Programme

City Mayors: European city brands

CITY MAYORS MARKETING

Paris, London and Barcelona are Europe's top city brands

Research by Saffron Consultants

28 August 2008: In a unique study, which ranks Europe's largest cities based on a comparison of their assets and attractions against the strength of their brands, Paris emerges as Europe's number one city brand, followed by London, Barcelona, Berlin and Amsterdam. The research also reveals that the French capital is the most asser-rich city in Europe, ahead of, again, London and followed by Munich, Barcelona and Amsterdam. Bradford, UK, is the lowest-ranked city in both categories.

Paris has been named Europe's top city brand, while...
Bradford came bottom in a list of 72 cities

Can we 'measure' the image(s) of a city?

Are city-images = brands?

Research methodology

The Saffron European City Brand Barometer

The Barometer measures the strength of cities' brands and assesses how well cities use branding to exploit their assets. Saffron analysed European cities with populations of 450,000 or more, plus Manchester, Bristol, Cardiff, Leeds and Newcastle (important UK cities with populations less than that). Altogether there are 72 cities. The analysis is based on two components: City Asset Strength and City Brand Strength. All cities were scored out of 100 and ranked according to both these two factors.

City Asset Strength

To measure how strong a city's brand could be, Saffron found what the most desirable attributes in a city were and then analysed how each city measured up against these attributes. To determine what people want most in a place,

Brand strength Top and bottom 10	Asset strength Top and bottom 10
1 Paris, France	1 Paris, France
2 London, UK	2 London, UK
3 Barcelona, Spain	3 Munich, Germany
3 Berlin, Germany	3 Barcelona, Spain
5 Amsterdam, Neth.	5 Amsterdam, Neth.
6 Munich, Germany	6 Rome, Italy
7 Stockholm, Sweden	7 Vienna, Austria
8 Prague, Czech Republic	7 Milan, Italy
9 Rome, Italy	9 Madrid, Spain
10 Athens, Greece	10 Athens, Greece
82 Wroclaw, Poland	81 Poznan, Poland
84 Leeds, UK	84 Belgrade, Serbia
85 Sofia, Bulgaria	84 Leeds, UK
86 Sheffield, UK	86 Birmingham, UK
86 Poznan, Poland	86 Liverpool, UK
86 Lodz, Poland	88 Duisburg, Germany
88 Vilnius, Lithuania	88 Newcastle, UK
70 Duisburg, Germany	70 Gdansk, Poland

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CITY RANKINGS
City Mayors ranks the world's largest, best as well as richest cities and urban areas. It also

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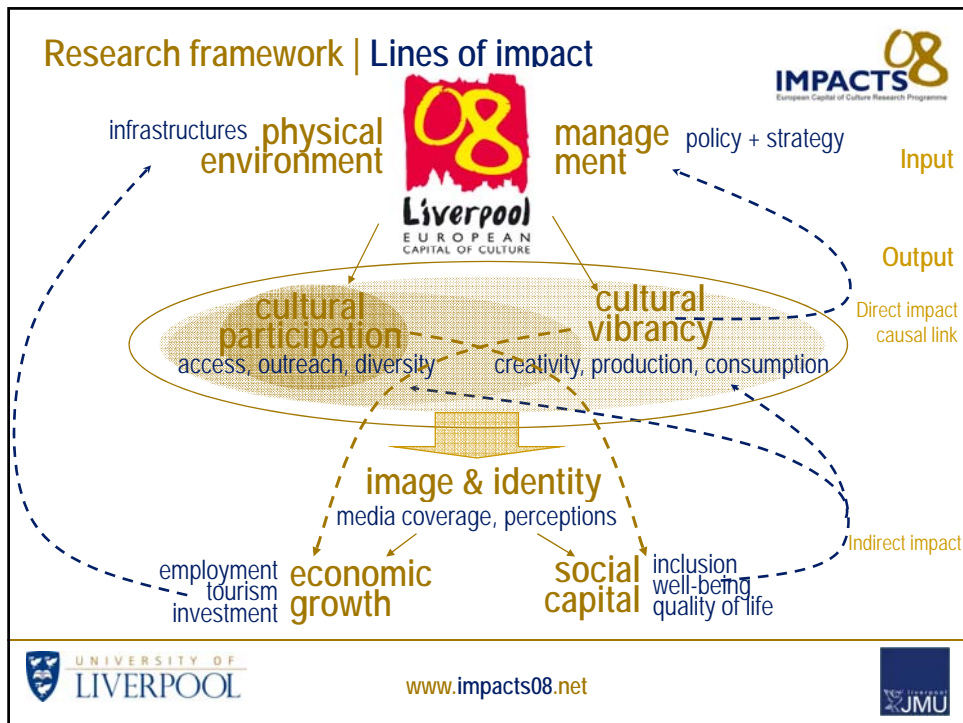
The Impacts 08 research programme

Researching Liverpool | Impacts 08 programme

- Longitudinal : [2000] 2005 – 2010 [2015]
- Self-reflective: analyses process as well as outcome
- Holistic : multiple dimensions of impact; positive as well as negative effects
- Collaborative: Liverpool City Council, Universities, RCUK, cross-sector agencies



Data partnerships with: Culture Company, LARC/Thrive,
Tourism & Regeneration agencies (TMP, NWDA)



- ### Image and Identity | Capturing Liverpool's story
-
- Documentary analysis
 - Understanding established [and emergent] event policy + strategic discourses
 - Media content analysis
 - Analysis of key themes and attitudes within national and local press, broadcast and online coverage about the city and the ECoC
 - Visual ethnography
 - Capturing visual official, unofficial and spontaneous representations of the city
 - Participatory mapping
 - Inviting local people to articulate their identity and sense of place
 - Unstructured interviews
 - Capturing how the city is told by those in touch with new comers + visitors
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Identifying Liverpool city and event narratives

Liverpool | established representations

- Nationally
 - Crime and violence, poverty, unemployment, health issues
 - The 'funny' as well as victimised scouser



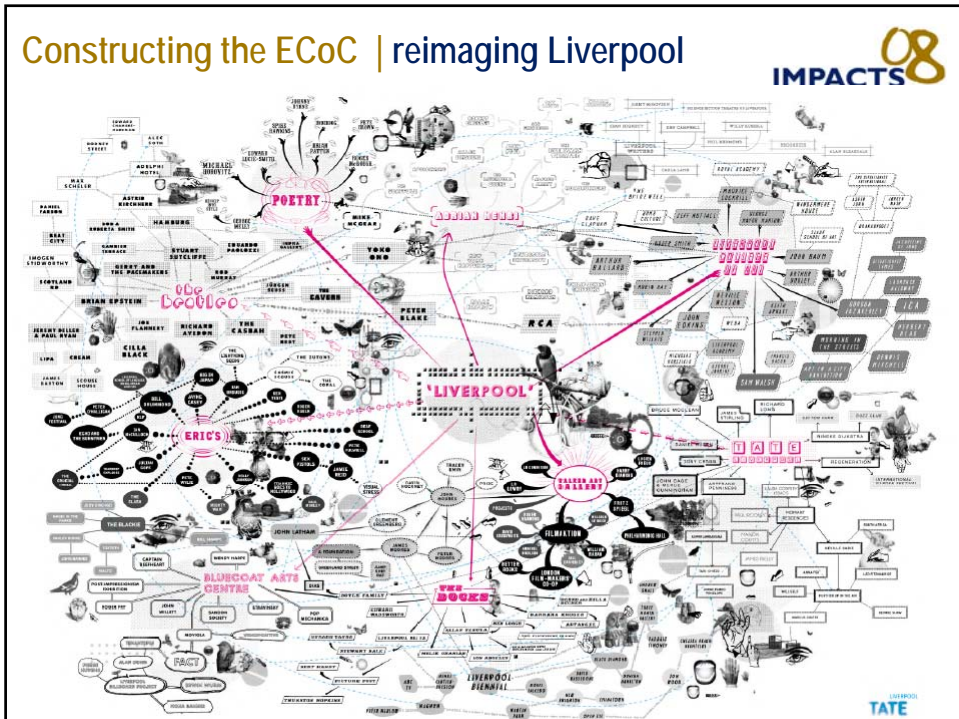
Liverpool | established representations

Internationally
The Beatles, Football, the Waterfront



Constructing the ECoC | reimagining Liverpool

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Constructing the ECoC | reimagining Liverpool



Constructing the ECoC | reimagining Liverpool



- Key moments in the projection of the city via the ECoC
 - 2000- 03: Bidding and award
 - 2004- 07: From promises to delivery : managing the event
 - **2008 : The Event year : local, national, international projections**
 - 2009 onwards : Sustaining the 'myth'

2000-2003 | Bidding and nomination

- Low profile bidding preparations
 - Liverpool is no favourite
- 2002-03 | race towards announcement
 - Comparisons with Glasgow, previous 'underdog' re-constructed as international 'success' story
 - Progressive people's momentum is built
 - Communities appropriate the Bid's emblem
 - Judges visit : Liverpool is the 'people's bid'
 - "the city that wanted it the most"
- 2003 | award captures people's imagination
 - ECoC as a symbol of the city's changing fortune
 - "The World in One City"



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2004-07 | Managing the event + its narrative

- Key transition | from a promise to a reality



Open access

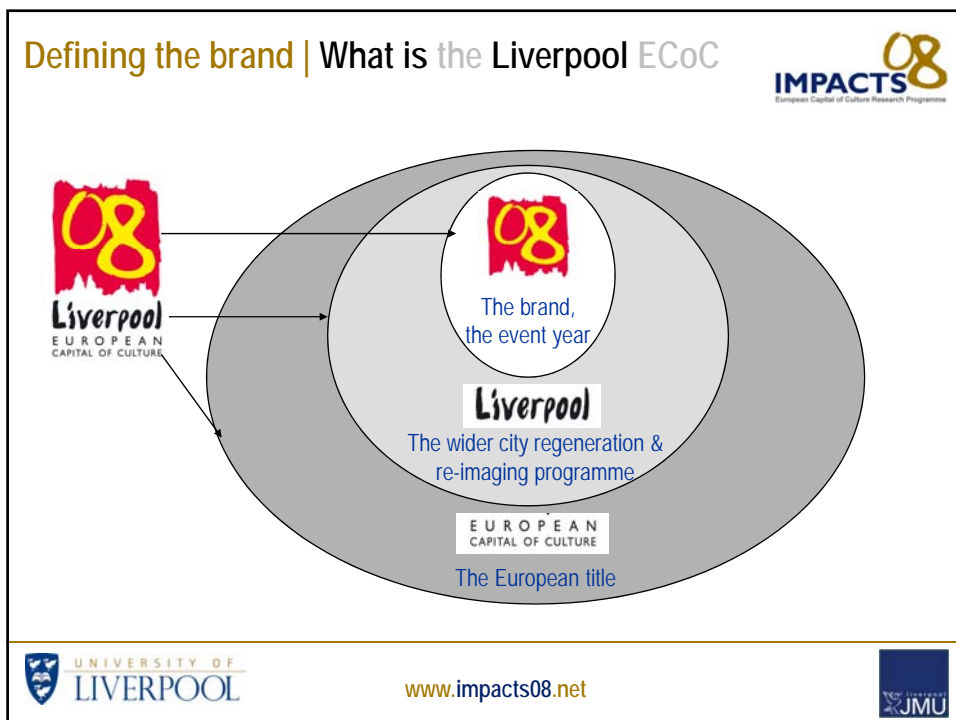


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Brand privileges



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Defining the brand | Liverpool 08 key stakeholders



- Main promoters | producers of 'brand'



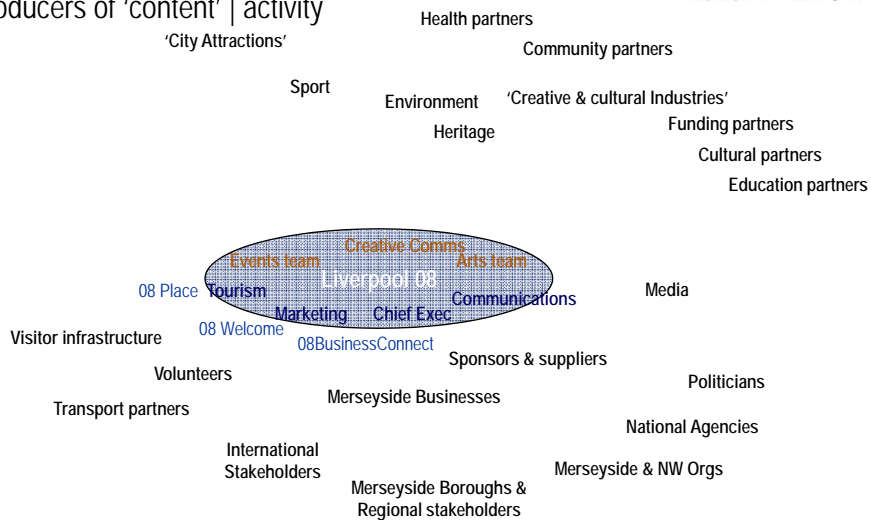
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Defining the brand | Liverpool 08 key stakeholders

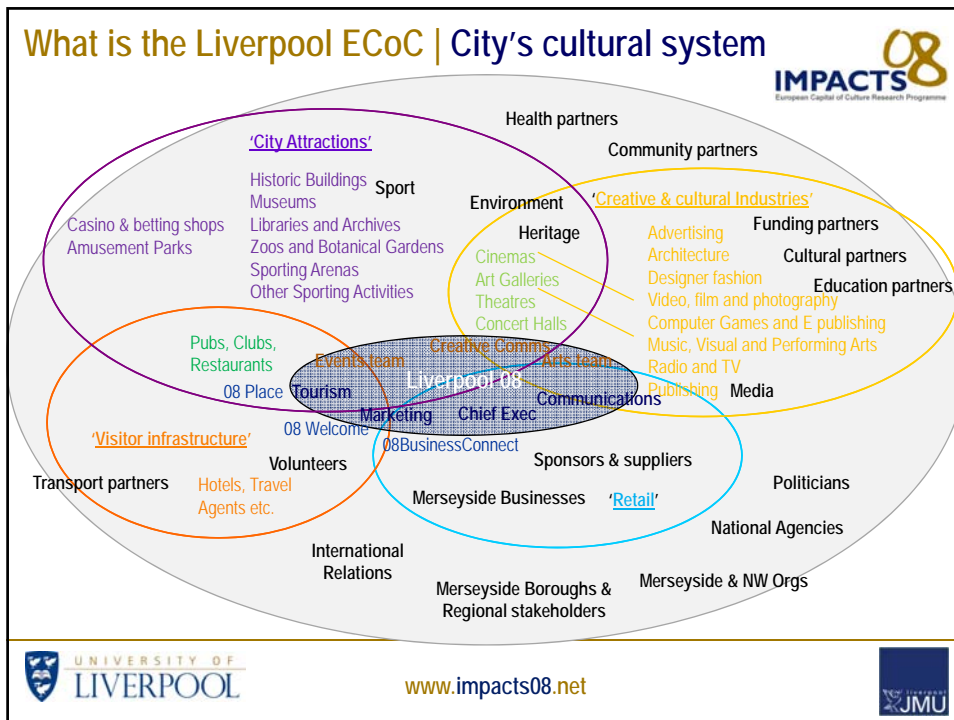


- Producers of 'content' | activity



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Official narrative | Strategic focus

- Thematic years to highlight dimensions of the city
 - 2004 | Faith in one city
 - 2005 | Sea Liverpool
 - 2006 | Liverpool performs
 - 2007 | Liverpool heritage – 800 years
 - 2008 | European Capital of Culture
 - 2009 | Liverpool and the environment
- Engaging local people while attracting the external visitor...
 - Local advertising
 - National advertising

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Official narrative | Strategic focus



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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Official narrative | Strategic focus



cultural | social [participation] | economic [image]

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Issues to consider



- Is there an appropriate balance between the 'officially' defined cultural, social and economic objectives?
- What elements of the 'brand' have become more visible?
 - Opportunities for cultural | artistic creation
 - Opportunities for engagement | participation
 - Opportunities for investment and consumption



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media representations of the city



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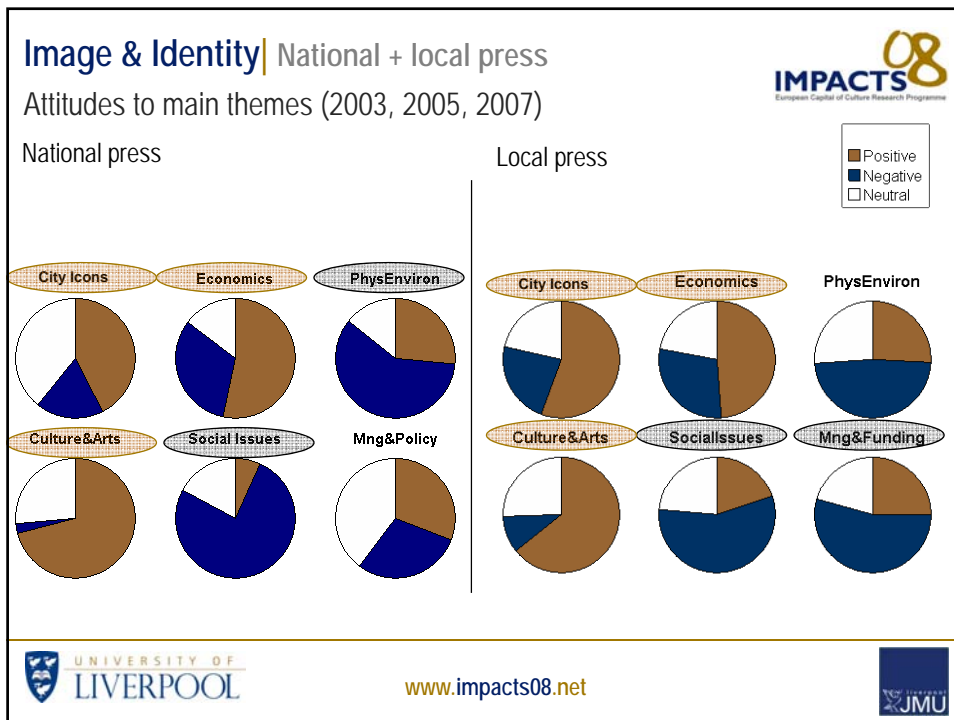
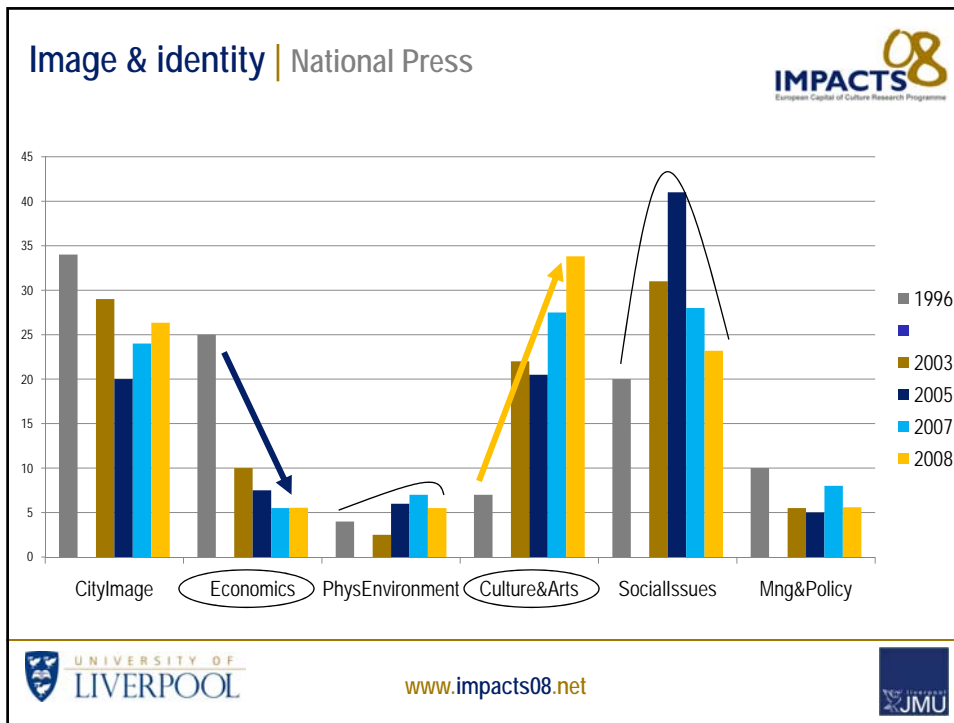


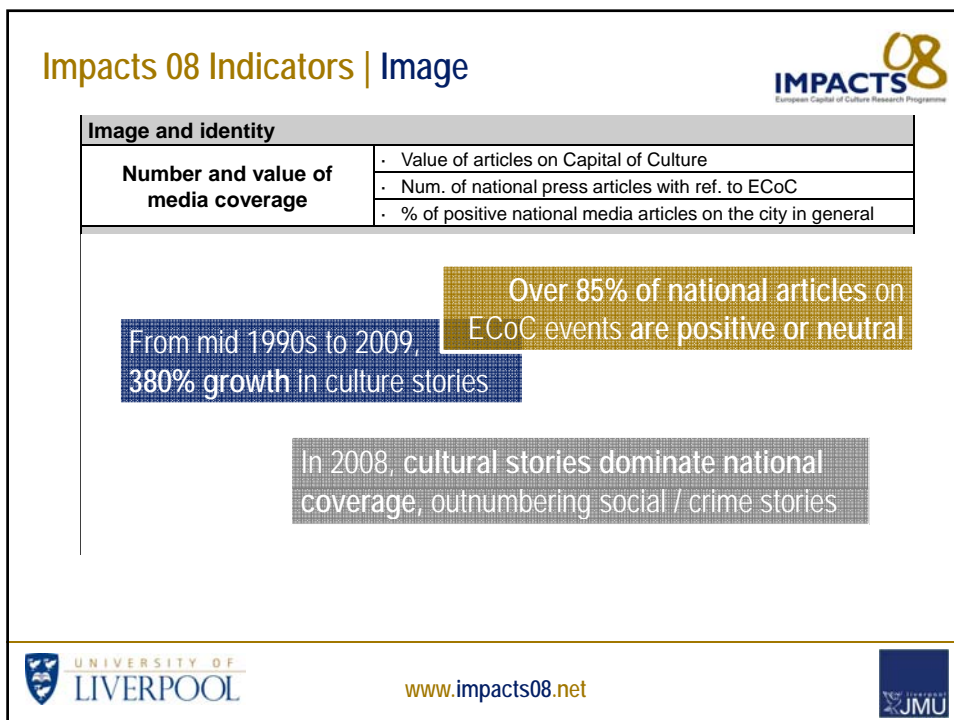
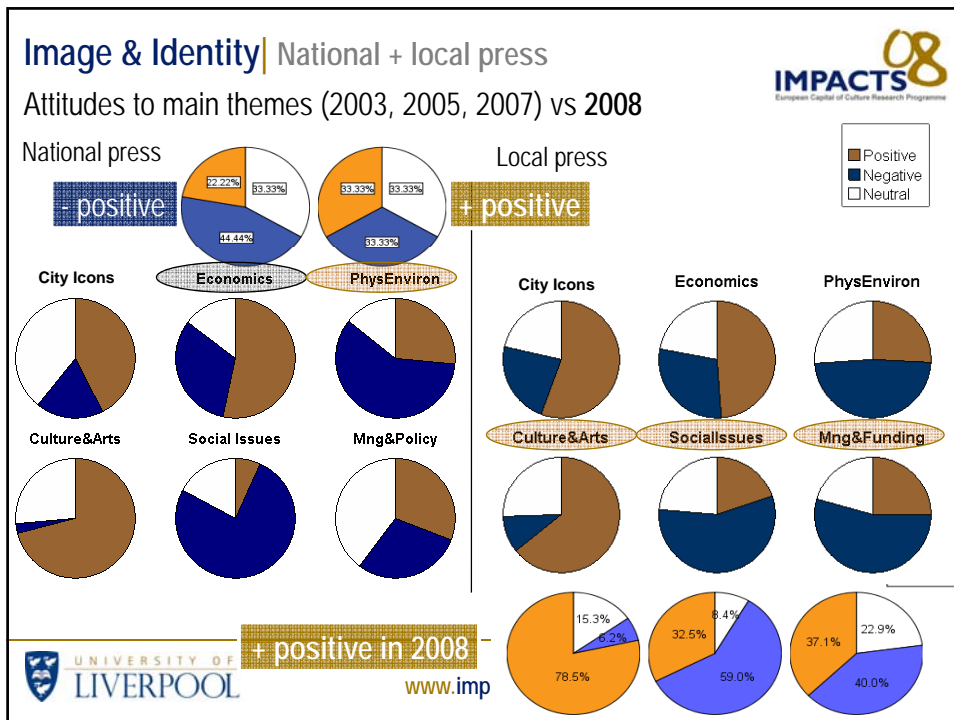
The ECoC image cycle ... 2007 Media controversies



The ECoC image cycle ... 2008 Media boost







Qualitative findings | Media representations (2000-8)



European Capital of Culture Stories

- Liverpool 08 has attracted similar levels of **negative** national coverage on **managerial and political** issues as was the case for Glasgow pre-1990.
- In contrast, Liverpool has attracted much higher **positive** coverage on its **cultural** offer than was the case prior to 1990 in Glasgow.

Liverpool stories

- As in other UK cities, sustained negative media stories about Liverpool as a city focus on **crime, health and wider social issues**.
- However, in 2007, most high-profile crime stories were presented as a **national problem** and there was a **growth in positive reporting** about local measures to tackle crime and improve health and well-being.
- In 2008, **positive culture stories** outnumbered negative social stories



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Qualitative findings | People's interpretation (2006-07)



- In 2007, Liverpool residents' perceptions of the ECoC as a city regeneration programme were slightly more negative than nationally.
 - This reflects the mixed feelings of Liverpool's most deprived communities, who are uncertain about the programme's lasting economic and social benefits.
- Levels of confidence on the **lasting positive benefits** of the ECoC for Liverpool people vary depending on the neighbourhood.
 - Residents from **low income communities** feel less confident.
- While there is limited local confidence in the ECoC's social and economic impact, **local satisfaction with its cultural offer is very high**.
 - **86% of Liverpool residents** indicate that they are **interested** in attending ECoC events and rate them very positively .
- In 2008, local confidence levels have **increased** dramatically



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Impacts 08 indicators | Economic growth (2000-08)



Economic impacts and processes	1% of Merseyside business sales attributed to the ECoC (2005/6)
Jobs created in relevant sectors	<ul style="list-style-type: none"> • Employment Volun • Employment Volun • Business Units - C Visitor growth (2002-2005) 13% (volume) and 21% (value)
Skills development	<ul style="list-style-type: none"> • % of economically • % of economically active with secondary education • % of economically active with higher education 24% first time visitors in 08
Levels of investment	24% first time visitors in 08
Additional visitor expenditure	75% of visitors claim to have been influenced by the ECoC
Number of visiting delegates	75% of visitors claim to have been influenced by the ECoC
Hotel rooms, occupancy rates and new stock	Hotel supply has grown by a third since 1998
	70% hotel occupancy (81.1% in May 08)



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Impacts 08 indicators | Cultural vibrancy (2000-7)



Cultural vibrancy	
Number of arts and culture	New local cultural networks attracting multi-million national grants
Quality	National coverage of culture is 65% pos + 32% neutral
Increases in jobs, training and investment in the Creative/Cultural Sector	Rise in Creative Industries employment above UK average (2003-2006)
ECoC development of the Creative/Cultural Sector	90% of Creative Communities artists are local
Attitudes and perceptions towards arts/culture in the city	69% of Liverpool people interested in museums
	Local interest in cultural activities has risen since 2005



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Impacts 08 projects | Qualitative findings (2006-7)



- Perceived ECoC economic impacts
 - In the lead to 2008, ECoC seen by investors as a **positive, but relatively minor**, element within Liverpool's economic revival in comparison to major infrastructure investments such as Liverpool One and the Arena and Convention Centre.
 - Perceived areas of economic impact : additional **tourist** activity and attracting **senior management staff** due to image change and a better cultural and hospitality offer.
- Cultural vibrancy and sustainability
 - Greater **confidence** within the cultural sector in its ability to drive economic growth.
 - Perceived **drivers**: building on the **image** of Liverpool as the core brand for the sub-region; developing stronger links between higher education and creative industries.
 - Perceived **challenges**: lack of **leadership** in the sector and potential drainage of local creative talent towards Manchester and London.



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Impacts 08 indicators | Cultural participation



Cultural participation	
Number of participants and events generated by ECoC activity	• Total Number of ECoC events
	• Attendance at ECoC events
	• Events funded by ECoC
	• Number of Participants in
	15m visits to events or attractions in 2008
	60% of local people claim attendance at museums
	(42% nationally)
Three pavilions in deprived communities owned by neighbours and praised by critics	Technically diverse groups as artists
	proportionate involvement
	of audience from with
	of audience from outside the country
Number of volunteers	• Number of registered Volunteers
	• Number
	• Number
	13% of volunteers are of BME background
	Over 4,000 registered volunteers, 1,000 active
	Above average BME, lower socio-eco groups and young people attend 08 events



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discussion concluding remarks

Discussion

- The design, management and promotion of a major event can act as a platform to construct a common urban imaginary and 'city brand'
- **This process follows a demarkated temporal cycle and spatial focus**
 - **Bidding preparations** | opening the debate, promises and proposals
 - **Bidding promotion** | emphasis on local ownership, 'everyone welcome'
 - **Event preparation** | prioritising, constructing the 'brand', exclusion measures
 - **Event hosting** | telling the story, getting the balance locally, nationally, internationally
- **Changes in media trends 1996 -2008 suggest positive ECoC impact**
 - Dramatic growth in stories about culture and creativity at national and local level
 - Decrease in national negative stories about economic issues (unemployment)
 - Reference to social issues (crime +violence) are less prominent in 2008
 - ECoC specific stories do not refer to social issues; instead they are associated with image renaissance (+), culture (+), physical change (-) and economic growth (+)

Discussion



- Opportunities and challenges to maximise an inclusive approach
 - The ECoC is not as highly regulated as other international events (eg. Olympics)
 - Each city can 'invent' the designation according to its interests and needs
 - The challenge is to use this process to open up (rather than close) the debate about perceived and desired city images and identities
- Understanding the impact and potential legacy of a large scale event requires a detailed assessment of these intangible processes
 - The study of official and parallel narratives helps establish how the story is being told and how this process affects local people's sense of identity
 - The Impacts 08 approach can provide some answers due to its holistic and longitudinal nature. The study of image and identity must be embedded in an understanding of wider economic, physical, social and cultural trends
 - This should be a reference point for future research on the image and brand impact of culture-led regeneration



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The Impacts 08 Programme

Impacts 08 – The Liverpool Model, is a joint research initiative of the University of Liverpool and [Liverpool John Moores University](#), which evaluates the social, cultural, economic and environmental effects of Liverpool's hosting the European Capital of Culture title in 2008. The research programme, commissioned by Liverpool City Council, examines the progress and impact of this experience on the city and its people.

The aim of Impacts 08 is to develop a research model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and beyond. An obvious example is the [London 2012 Olympic Games](#), which will also incorporate a four-year cultural programme (cultural Olympiad) starting in 2008. Future European Capitals of Culture, such as [Essen and the Rhur area](#),



Latest News:

An update to our [Benchmark Indicators](#) report is now available from the [Reports and Papers](#) page.

Also in [Reports and Papers](#), we publish the first reports of our [Volunteering for Culture and Local Area Studies](#) projects.

A one-year grant has been awarded by the AHRC and ACE for a series of [Impact Workshops](#) - [click here for more information](#).

A summary of the Impacts 08 programme is available [here](#).

Thank you

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