

## Outcomes and Legacy of Liverpool 2008 Early findings from Impacts 08

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## Researching the European Capital of Culture

- European City/Capital of Culture programme (ECoC)
  - EU devised initiative; conceived in 1983; first ECoC: Athens 1985
  - Conclusions from EU programme evaluations in 1994 and 2004
    - 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 (Policy Studies Institute)
  - 2002-2005: Long term cultural legacy (University of Glasgow)
- Liverpool 2008: **first city** to commission a longitudinal research programme
  - 2005-2010: Economic, physical, social and cultural impacts (University of Liverpool and Liverpool John Moores University)

Beyond short-term  
evaluation

## Claiming 'impacts'... Media headlines



## ... or claiming 'lack of' and/or negative impact



Experiencing 'impacts'...



Economic?  
Physical?  
Social?  
Cultural?

Research framework |



- Holistic : multiple dimensions of impact; positive as well as negative
- Self-reflective: analyses process as well as outcome
- Longitudinal : 2005 – 2010 – [2015]
- Collaborative



## Research strands | Main methodologies



- **Benchmark indicators**
  - Identification of clusters of key performance indicators for each 'theme'
  - Across the four dimensions of impact, from baselines in 2000 to 2010
  
- **Secondary data analysis**
  - Identifying, gathering and analysing relevant datasets, including:
    - In-house and external evaluations of specific elements of the ECoC programme
    - General local, regional and national data (tourism, economic, cultural development etc)
  
- **Contextual data collection and analysis: Impacts 08 projects**
  - Filling relevant data 'gaps' and explaining indicator and wider dataset mapping



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## Research strands | Impacts 08 projects



- Over 35 new projects covering the following topics

Area	Project title	Research Period	2006	2007	2008	2009	2010
Indicators	<b>Indicator data across all themes</b>		X	X	X	X	X
Economic growth	Business impact & engagement		X	X	X		
	<b>Economic Impact of 08 Events</b>			X	X		
	Impact of 08 on visitor numbers			X	X		
Cultural vibrancy	<b>Creative industries sustainability</b>		X	X	X	X	
	Arts Sector sustainability & Artists experience				X	X	
	World Class programme/event				X		
Access and participation	<b>Local Area Studies - social impacts across city</b>			X	X	X	
	Impact of volunteering on cultural engagement			X	X	X	
	Impact of culture on Quality of Life toolkit				X	X	
	AHRC/ACE Workshops   quality of experiences					X	
Image & identity	<b>Media impact- press, broadcast, online</b>		X	X	X	X	
	AHRC/ESRC- Impact on local identity				X	X	
Physical impact	<b>Experience of the public realm</b>				X		
Management	<b>Stakeholder interviews and observations</b>		X	X	X	X	
<b>The Liverpool Model</b>	Overview of methods, key findings, recommendations <b>Liverpool, other UK, other Europe, International</b> Cultural strat, UK Cap Cult, ECoC, Expo, Olympics					X	X




## Impacts 08 | Selected Findings

### Impacts 08 findings | Economic growth (2000-08)



Economic impacts and processes	La Machine	Go Super lambananas	Tall Ships	Mathew Street F	Liverpool Sound
<b>Jobs created in relevant</b>	Attendance: 200,000	570,000	325,000	185,000	36,000
<b>Skills development</b>	Residents: 46%	45%	26%	34%	36%
	Overnight: 3%	17%	14%	16%	19%
<b>Levels of investment</b>	Eco Impact (Additional): £2m	£9,6m	£8,2m	£7m	£5m
<b>Additional</b>	<ul style="list-style-type: none"> <li>GVA % change on previous year</li> </ul>				
<b>Number</b>	<ul style="list-style-type: none"> <li>Visitor Expenditure</li> <li>of conferences in the city</li> <li>of conference delegates visiting the city</li> <li>in nights sold in the city</li> </ul>				
<b>Hotel rooms, occupancy rates and new stock</b>	<ul style="list-style-type: none"> <li>City Hotel Occupancy (%)</li> <li>Hotel supply has grown by a</li> <li>third since 1998</li> <li>Rooms/Bedspaces refurbishment</li> </ul>				
25.5% first time visitors in 08	70% hotel occupancy (81.1% in May 08)				
75% of visitors claim to have been influenced by the ECoC					

**Impacts 08 findings | Cultural vibrancy (2000-8)**




<b>Cultural vibrancy</b>	National coverage of cultural offer is
Number of cultural facilities	62% pos + 28% neutral (2008)
Quality of Cultural	national grants
Sector perceptions	Rise in Creative Industries employment above UK average (2003-2006)
<b>Most positive impacts</b>	90% of Creative Communities artists are locally based
- Profile for city and sector	
- Sector credibility	
- Increased client base	
- Increased local morale	
<b>But low perceived direct impacts (for culture business)</b>	Local interest in cultural activities has risen since 2005
- No sufficient local opportunities (particularly, for small providers)	
- Focus on events over arts infrastructure improvement	

www.im New cultural strategy for city-region






**Impacts 08 projects | Qualitative findings (2006-8)**



- Perceived ECoC economic impacts
  - In the lead to 2008, ECoC is 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
  - Strong **networks** :LARC, SMAC in addition to ACN
  - Ability to attracted multi-million national arts **grants** to the city. (Thrive, FYT)
  - 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 findings | Cultural participation



### Cultural participation

#### Perceived drivers

- Local champions
- Community work as introduction to city centre venues/events
- Family friendliness
- Opps for active participation

15m visits to events or attractions in 2008

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

60% of local people claim attendance at museums (42% nationally)

diverse groups as artists

#### Perceived barriers

- Cost
- Availability of transport
- Lack of children suitability
- Inadequate marketing
- Lack of interest or understanding

Above average BME, lower socio-eco groups and young people attend 08 events

Over 4,000 registered volunteers, 1,000 active

13% of volunteers are of BME background



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## Qualitative findings | Cultural participation (2007-8)



- The **awareness of and pride in the city's broad cultural offer** is very strong across different Liverpool neighbourhoods.
- In 2007, this contrasted with **low understanding of what the ECoC had to offer** to the people of Liverpool beyond external image change
- Cultural **participation varies** widely between communities. Residents of more affluent communities engage in more **diverse** cultural activity and are more likely to **travel outside** the city to attend cultural events.

2008 | impact of pavillions

- **08 Volunteers** report that their involvement in the ECoC has widened their **cultural interests** and helped them develop confidence and **skills**.



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## Findings | Image, physical change, management



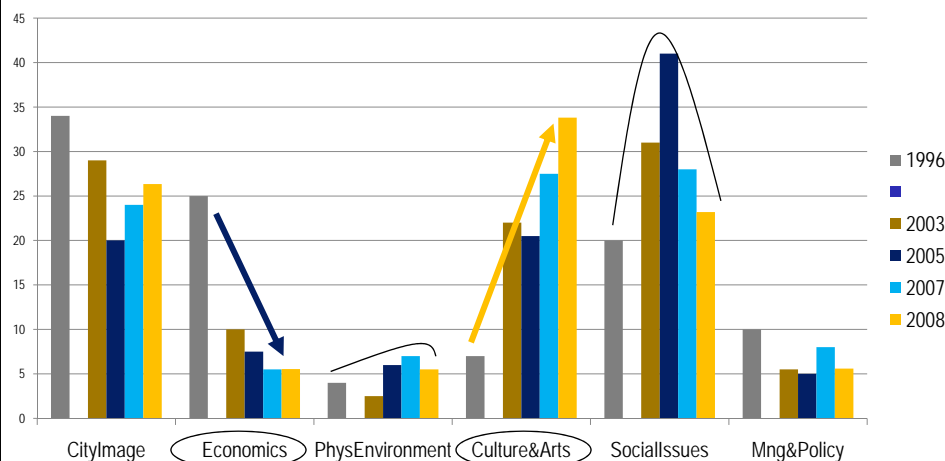
<b>Image and identity</b>	Over 85% of national articles on ECoC events are positive or neutral
Number of media stories	From mid 1990s to 2009, 400% growth in culture stories
<b>Physical impact</b>	
Associated Infrastructure Development	£4 billion invested in 250 major developments since 2000
Management	
Number of sponsored income	In 2008, cultural stories dominate national coverage, outnumbering social / crime related stories
Budget: public and private investment, additional expenditure	£9.4m commercial income for ECoC programme
	73% of ECoC funding is dedicated to programming
	New approaches to joint- cross sectoral thinking have emerged



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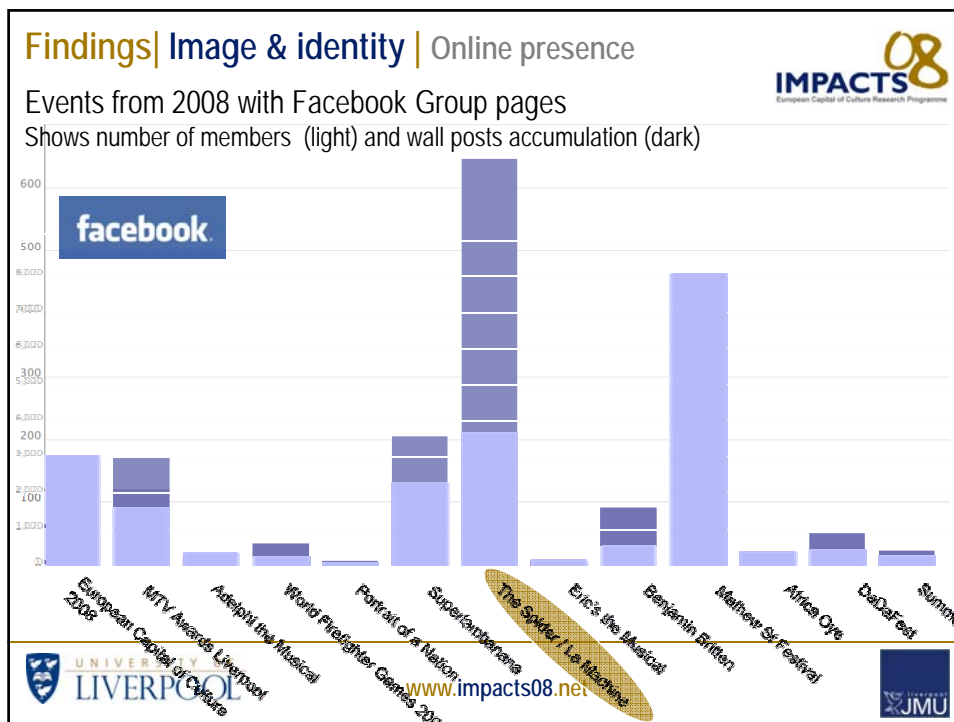
## Findings | Image & identity | National Press



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**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 in Glasgow prior to 1990.

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.
- By 2008, **cultural stories dominate national coverage**, outnumbering social / crime related stories

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## Qualitative findings | People's interpretation (2006-08)



- 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**, but the confidence gap has been reduced by the end of 2008
- 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. This trend continued to grow in 2008
- By the end of 2008, most people agree with the claim that **'Liverpool is improving and has a positive future'**
  - Residents rate Liverpool as **better than or equal to other British cities** across all identified indicators, including services and shopping

2008 | confidence increase



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## Impacts 08 | Early conclusions



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## Summary of findings



- Key impacts the European Capital of Culture title in Liverpool
  - **image** renaissance for the city and its cultural / creative sectors
  - greater **confidence** in the city and its future (residents, visitors and investors)
  - **cultural/creative** sectors accepted as key **drivers** for economic and social change
  - increased **participation and diversity** of audiences
  - some direct economic impact and widespread secondary economic benefit
- Large scale one-off outdoor events act as **iconic** moments for collective memory (residents) and image renaissance (media audiences)
- To maximise **sustainable** impact, these events must be complemented by ongoing smaller scale activity that can be more spread out spatially and last longer (Superlambananas, Pavillions)



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## Points for discussion



- One-off cultural events can be a key **catalyst** for urban regeneration
- A key **challenge** to event-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, there is a need to further our **understanding of synergies** as well as potential conflict between cultural, economic, environmental and social imperatives
- This requires ongoing 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 – European Capital of Culture Research Programme

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### Impacts 08

#### News and Findings

To see our latest reports, please go to the [Impacts 08 Reports and Papers](#) section of our [Reports and Seminars](#) page. Click [here](#) for latest news about the Programme.

#### 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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