

Reviewing the contribution of culture in regeneration
DCMS offices, London | 28 January 2008



Researching event-led regeneration The Liverpool model for longitudinal research

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



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From Glasgow 1990 to Liverpool 2008 evolving discourses on culture-led regeneration



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Researching the impact of culture-led regeneration



- The state of the debate throughout Europe
 - Investing in culture to regenerate / revitalise urban economies
 - Using culture as a catalyst: from service to knowledge economies
 - Key drivers for regeneration: major events, iconic infrastructures, clustering strategies
 - Challenges: extracting long-term/ sustainable benefits; evidence of impact
- Cultural policy in urban environments | [lines of enquiry in the UK](#)
 - social impact of the arts | community arts mov (60s), Comedia, Matarasso (90s)
 - economic importance of the arts | Myerscough (80-90s), Selwood (90s)
 - creative city (Landry, Bianchini) | cultural planning (Bianchini, Mercer)
 - rise of the 'creative class' | Florida (2004), creative + cultural clusters debate
 - sustainable communities | CABE, design quality, quality of life, liveability, place-shaping
- Types of impact | [Evans & Shaw, 2004; DCMS 2004](#)
 - economic - inward investment, job creation, tourism growth *Focus of research agenda, 20 years*
 - *social* - confidence, aspirations, inclusion, access, participation
 - *environmental* - infrastructure development, uses of public space, green agenda
 - *cultural* - codes of conduct, image, identity, 'cultural governance'



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Researching the European Capital of Culture



- European Capital of Culture programme
 - EU initiative; conceived in 1983 with a broad remit
 - Awarded to Glasgow in 1986; used as a catalyst for regeneration
 - 1994: first EU evaluation (86-93); Glasgow considered key referent point
 - 2004: second evaluation (94-03): regeneration identified as core object
- 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 longitudinal research**
 - 2005-2010: Economic, physical, social and cultural impacts (University of Liverpool and LJMU)

2001-2008
Olympic Games
Global Impact
(OGGI) model
11 year span



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V. Olympic Games Global Impact (OGGI)		V. Olympic Games Global Impact (OGGI), Continued	
Context	<p>Recognizing the importance of sustainable development and social responsibility, the International Olympic Committee has launched the OGGI project with the objective to</p> <ul style="list-style-type: none"> - measure the global impact of the Olympic Games - create a comparable benchmark across all future Olympic Games editions - help bidding cities and future organisers identify potential legacies to maximise the Olympic Games' benefits <p>To this end, the IOC has worked since 2001 with a network of local universities and experts in order to elaborate a methodological framework and select a set of measurable indicators for the collection of data from each Olympic Games.</p> <p>The information on the Olympic Games' global impact forms part of the Official Report to be produced after each Olympic Games. Thus, it has become an official requirement to be fulfilled by Host Cities.</p>	Requirement	<p>As Volume 4 of the Official Report on the Olympic Games, OGGI becomes an obligatory deliverable for the Host City in accordance with the Olympic Charter and the Host City Contract. The Host City is required to provide all data and information for the OGGI project for an 11-year period starting two years prior to the Host City election in the report format determined by the IOC.</p>
Approach/ methodology	<p>The key elements of the OGGI methodology are as follows:</p> <ul style="list-style-type: none"> • OGGI takes into account the specificities of each Olympic Games and the related host context. This ensures that the organisers can also use this project to their benefit for reporting, monitoring and communication purposes. • The Olympic Games' impact study is based on the three dimensions which are commonly associated with the concept of sustainable development. These dimensions are: <ul style="list-style-type: none"> - environmental - social - economic • OGGI makes a distinction between activities, <ul style="list-style-type: none"> - <i>directly related</i> to the Olympic Games, i.e. sports/venues, Olympic Village and International Broadcast Centre - describing the <i>context</i> of the event, such as road networks, upgrading of telecommunication systems in general in the Host City. • The period of measurement stretches over 11 years, i.e. it starts two years before the election of the Host City and ends two years after the Olympic Games. • Most of the data refers to the region in which the event takes place, however in some instances local, national or international levels apply (e.g. worldwide media impact). <p>A set of more than 150 indicators has been elaborated. For each indicator a detailed description and the measurement methods and units have been determined. The list of indicators is given for information about the type and scope of data required.</p>	Recommended preparatory work	<p>Some important preparatory work for the OGGI project can already be undertaken during the candidature phase. This includes the following recommended activities</p> <ul style="list-style-type: none"> • Collaboration with a local university <p>To compile the OGGI report and related data, it will be necessary to collaborate with local university as a partner for research and methodological support. Candidate Cities should shortlist potential university partners and assess their references in similar research projects which can illustrate the experience and competence which will be indispensable for this kind of project.</p> <ul style="list-style-type: none"> • Information sources <p>It will be important to have reliable and recognised information sources for all data to be collected for the project. It will therefore be beneficial to evaluate early on any possible information sources in the host country that could be accessed to acquire the necessary data for each of the three dimensions of the project (environmental, social, economic).</p> <ul style="list-style-type: none"> • Country's legal reporting requirements <p>Some countries/regions have specific reporting requirements which are imposed by law, e.g. to show that the organisation respects certain environmental or sustainability standards. Early clarification of the situation in the host county/region in this respect will be an advantage.</p>

Impact study models | OGGI limitations in China



“ We still lack a good scientific understanding of the Olympic Movement as a social movement capable of effecting social change. Pierre de Coubertin had a vision that still shapes the Olympic Movement today, but in this age of science people expect concrete proof that a vision is being carried out. Beijing will be the first host city to produce a full Olympic Games Global Impact (OGGI) report. This is an important step, but OGGI will not assess the cultural fields that might be most interesting for the Chinese Olympic Games. For example, it will not measure the effects on cultural heritage – such as the preservation of culture to enrich the Olympic cultural programme versus the destruction of historical sites for new construction, the growth of traditional sports versus their replacement by Olympic sports, or the effect of the Olympic Games on traditional cultural beliefs. ”

(Brownell, 2006, Olympic Review)

In the UK, we have an opportunity
to build on the lessons of culture-led regeneration research
and the ECoC impact assessment model
to establish a more rounded approach
to study the impact of global events

The Impacts 08 model and research programme

Researching the Liverpool ECoC 2008



- Research commissioned by Liverpool City Council
- Overseen by the Cultural Research Steering Group
 - Liverpool City Council
 - Culture Company
 - Culture NW – NW Culture Observatory
- Managed by a joint-university consortium
 - University of Liverpool
 - Liverpool John Moores University
- Additional funding from Research Councils
 - AHRC-ESRC Impact Fellowship on cultural policy & regeneration



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Impacts 08 Research Programme | Defined aims



- **Grow the evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
 - to inform the national debate, influence funding decisions and assist regional cultural planning;
- **Provide intelligence to guide decision-making**
 - within the ECoC cultural programme and marketing strategy
- Provide **longitudinal impact analysis** of Liverpool ECoC programming
 - retrospectively, to cover the impact of the bid, and up to 2009/10;
- **Provide a replicable model** that will add to the legacy of 2008
 - e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City.



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Impacts 08 Research Programme | Defined aims



- Grow the **evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
– to inform the national debate, influence funding decisions and assist regional cultural planning; [holistic measurement]
- Provide intelligence to **guide decision-making** [knowledge transfer]
– within the ECoC cultural programme and marketing strategy
- Provide **longitudinal impact analysis** of Liverpool ECoC programming [sustainable legacy]
– retrospectively, to cover the impact of the bid, and up to 2009/10.
- Provide a **replicable model** that will add to the legacy of 2008 [beyond Liverpool, beyond the ECoC]
– e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City.



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Impacts 08 | Underlying issues



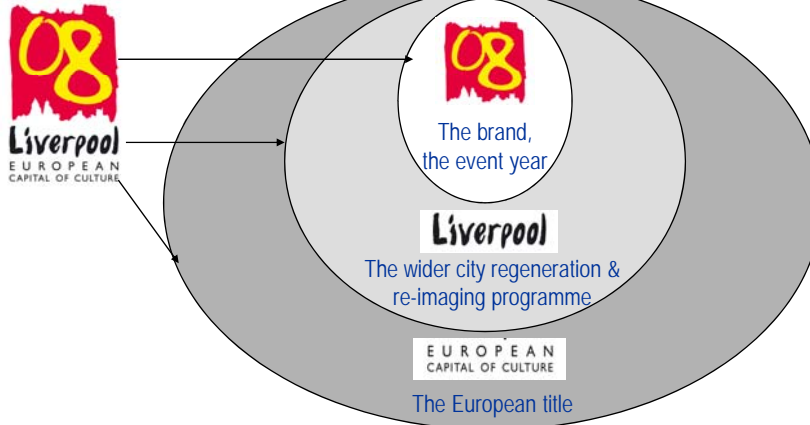
- Can a research programme provide evidence of success?
- What constitutes success in a large-scale event?
- What kinds of impacts are the most desirable and how can they be captured?



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Our object of study | What is the Liverpool ECoC



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What is the Liverpool ECoC | Intended impacts



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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What is the Liverpool ECoC | Intended impacts



cultural vibrancy | participation | image

Liverpool Culture Company Objectives

2008 European Capital of Culture Vision

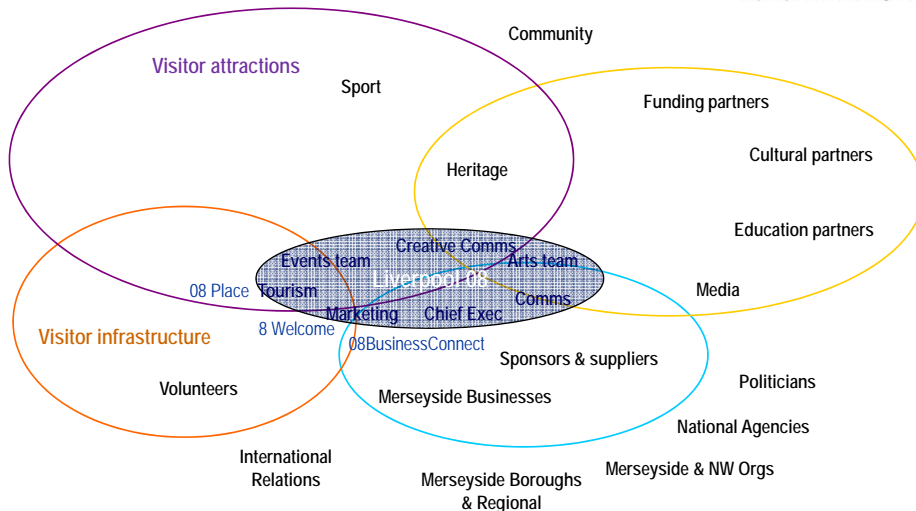
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What is the Liverpool ECoC | Key relationships



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Research framework | Thematic clusters



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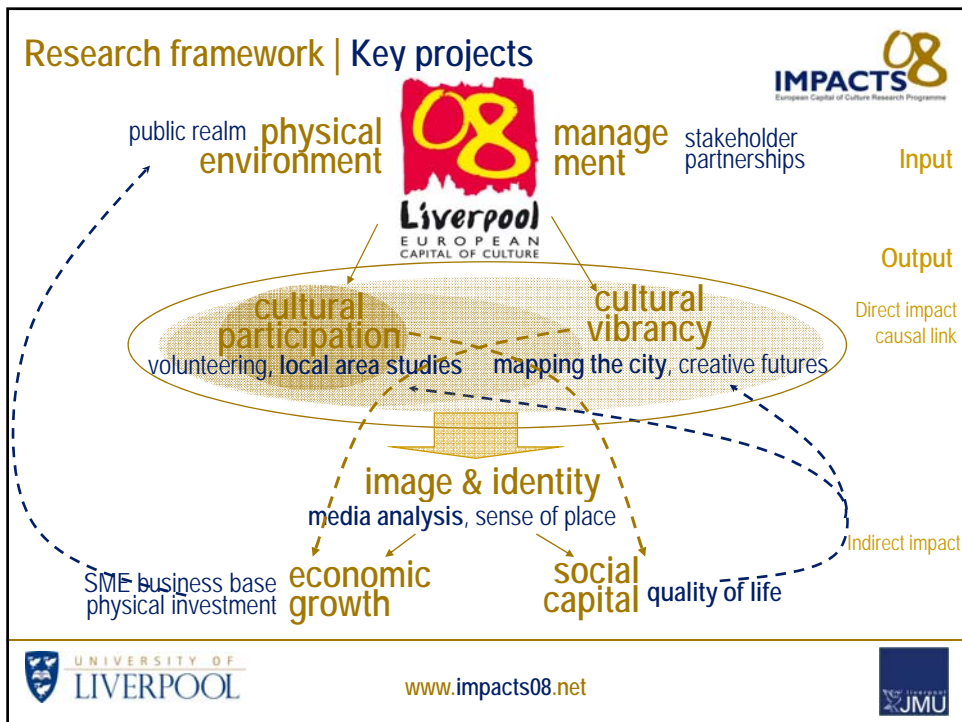
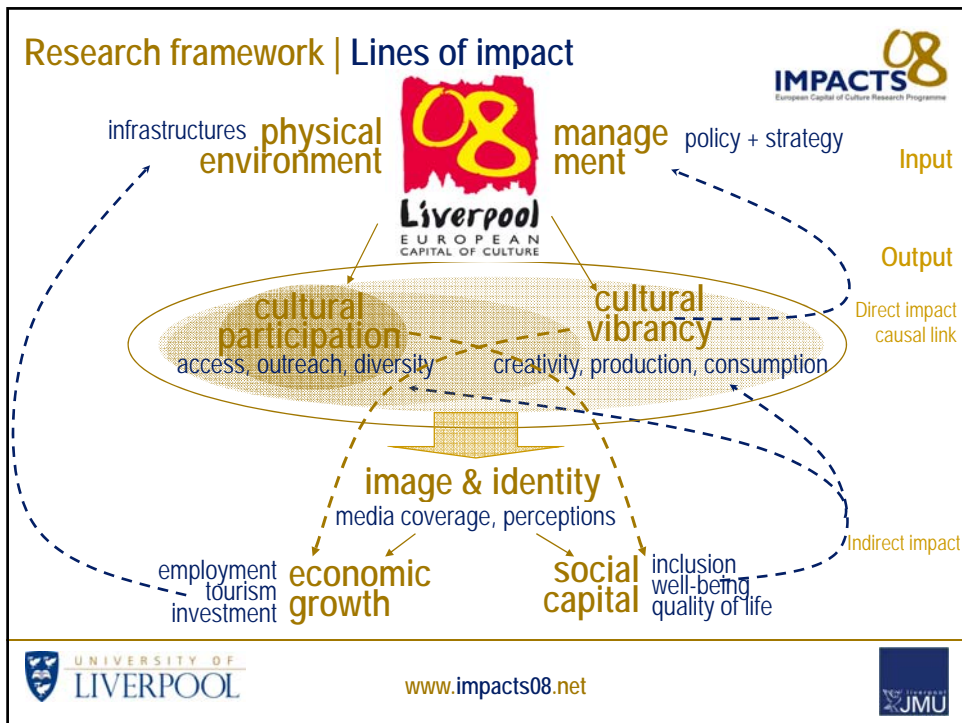


Research framework | Thematic clusters



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Research strands | Main methodologies



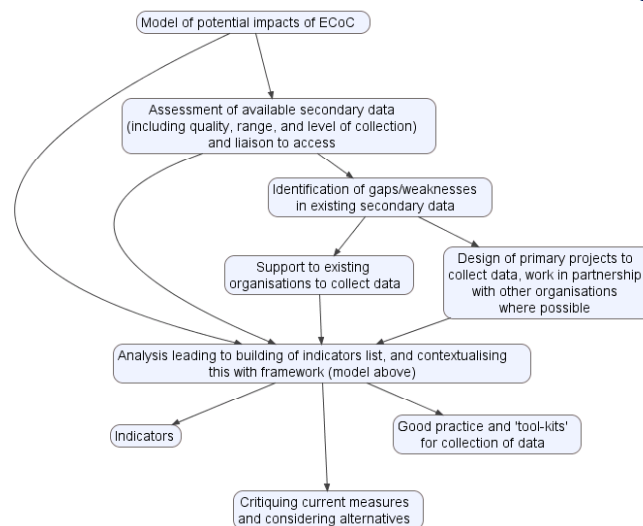
- **Benchmark indicators**
 - Identification of clusters of key performance indicators for each 'theme'
 - Across the four dimensions of impact, from baselines in 2000 to 2010
- **Secondary data analysis**
 - Identifying, gathering and analysing relevant datasets, including:
 - In-house and external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



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Research strands | Data collection model



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Research strands | Impacts 08 projects



Area	Project title / Outcome delivery	2006/07	2007/08	2008/09	2009/10
Indicators	Indicator data across all themes	X	X	X	X
Economics & Environment	Business impact & engagement	X			X
	Economic Impact of Events		X		X
	Impact on physical infrastructure investment		X		
Cultural System	Experience of the public realm				X
	Creative futures panel		X	X	X
	Creative industries sustainability		X		X
	Arts Sector Mapping				X
	World Class programme/event				X
Participation	Local Area Studies		X	X	X
	Impact of volunteering on cultural engagement		X		X
	Impact of culture on Quality of Life			X	X
Image & identity	Media impact analysis	X	X	X	X
	Re-telling Liverpool	X			
	Liverpool Image and Identity project (AHRC/ESRC)				X
Management	Stakeholder interviews & observations		X		X
	Culture Company Process development		X		X
	Cultural Sector process development			X	



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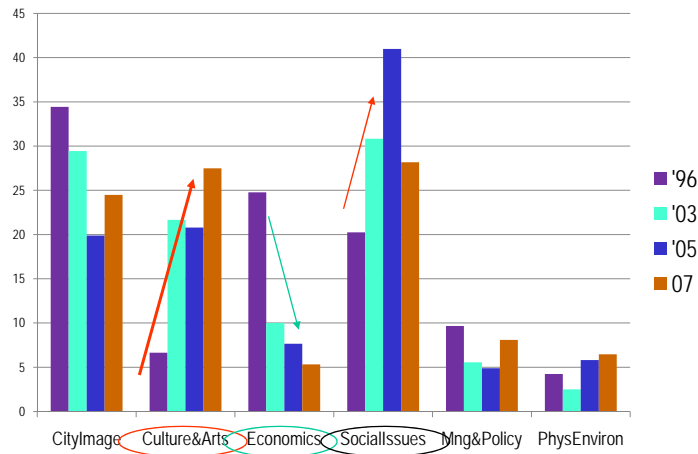
**Evidencing cultural impact
capturing Liverpool's story over time**



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Baseline | Identity, Image & Place | National Press



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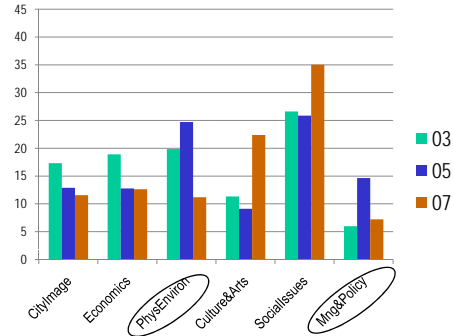
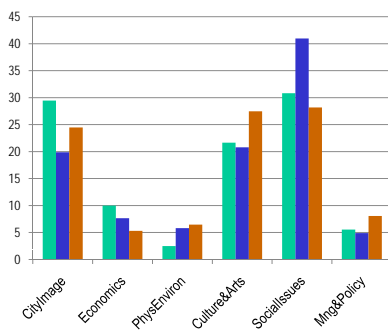
Baseline | Identity, Image & Place | National + local



Main themes (2003, 2005, 2007)

National press coverage

Local coverage (Post + Echo)



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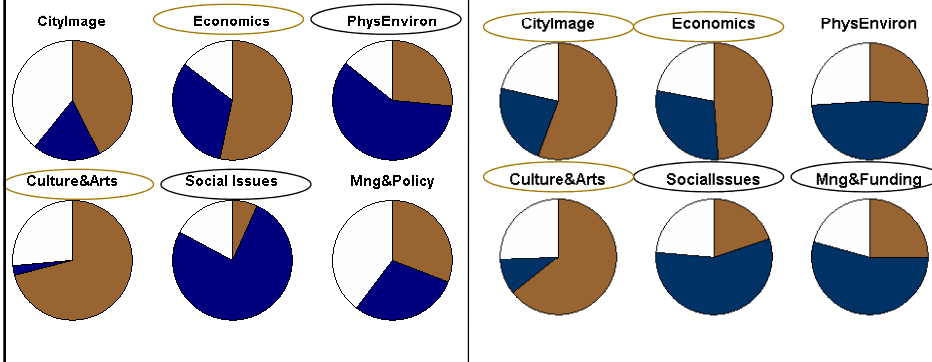
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Attitudes to main themes (2003, 2005, 2007)

National press

Local press



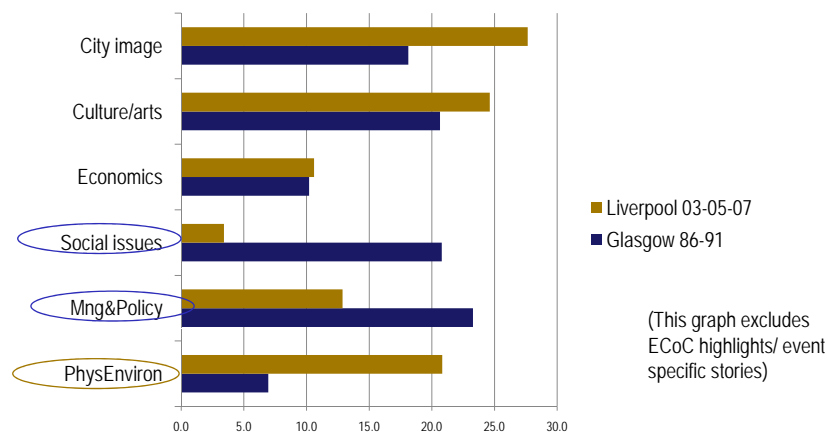
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Baseline | Identity, Image & Place | ECoC focus



Press coverage on ECoC specific stories – Glasgow & Liverpool



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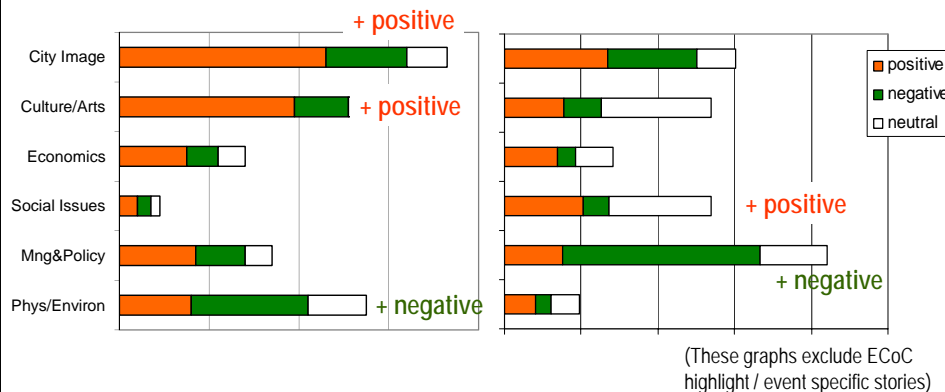
Baseline | Identity, Image & Place | ECoC focus



Attitudes to ECoC specific stories

Liverpool ECoC 2003, 2005, 2007

Glasgow ECoC, 1986-1991



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Identity, Image & Place | Re-telling the city



- How local groups explain their city
 - Positive and negative views are intertwined.
 - The city's positive character is presented as unique to Liverpool, while many of the negative associations are presented as common to most urban centres.
 - *Positives:*
 - A vibrant city with a sense of style and everything easily accessible;
 - a city with lots on offer, particularly **arts, architecture and entertainment**;
 - a city with great **people**, a friendly and open atmosphere;
 - a **different** kind of city, diverse and risk-taking; a **changing** city;
 - *Negatives:* Poverty and unemployment; drunkenness, job culture and violence; the 'scally' character; run down areas in the city centre and unsustainable developments; poor leadership



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The way forward |

The way forward | Establishing a model for research

- Liverpool, Merseyside & North West partnerships
 - Cultural strategy consultation
 - Thrive grant from ACE
 - MA in cultural leadership at LJMU
 - Northwest Culture Observatory + ACE North West
- UK wide partnerships
 - AHRC & ESRC Impact Fellowship
 - Core Cities – Culture Group
 - London 2012 & Cultural Olympiad
 - DCMS indicators debate
- European partnerships
 - Other ECoCs: Rhur 2010, Istanbul 2010, Cordoba's bid for 2016
 - Networks: Agenda 21 for Culture, Eurocities

Thank you
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