

## The benefits of investments in culture

### The evidence-base for Liverpool, European Capital of Culture 2008

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

## Setting the scene ... some disclaimers

- **Creativity**... the 'in' word for the new millennium
  - Culture and regeneration was the focus for discussion in the 1980s and 1990s
  - The notion of 'creative cities', 'creative clusters' emerged in the 1990s (Landry, Comedia...)
  - Richard Florida introduced the notion of the 'creative class' in 2002 and became a 'best-seller'
  - By 2009, culture is not enough... we need 'creative culture', 'creative arts', 'creative business'
- We are living a 'creative turn' in policy circles worldwide
  - Everyone wants a 'creative economy'. Creativity is perceived as the ultimate solution
- **European Capital of Culture** title being groomed as catalyst for the 'creative turn' in Europe
  - Glasgow 1990 offered an interesting case study : the city pioneered many of the narratives that are common place today. It told its story well (myth-making?)
  - Liverpool 2008 has re-appropriated the story in a more competitive context . The city has been forced to 'prove its case' through a stronger evidence-base
- **Challenge** : the **evidence base** is still weak.
  - Pressure to prove the 'impact' of cultural interventions through statistical indicators.
  - The Impacts 08 programme has been established to test the case, and combine quantitative indicator assessment with qualitative narrative assessment.

## 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 (Myerscough, Policy Studies Institute)
  - 2002-2005: Long term cultural legacy (Garcia, University of Glasgow)
- Liverpool 2008: **first city** to commission a longitudinal research pr
  - 2005-2010: Economic, physical, social and cultural impacts (University of Liverpool and Liverpool John Moores University)

Beyond short-term evaluation



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## Claiming 'impacts'... Media headlines





Experiencing 'impacts'...

Economic?  
Physical?  
Social?  
Cultural?

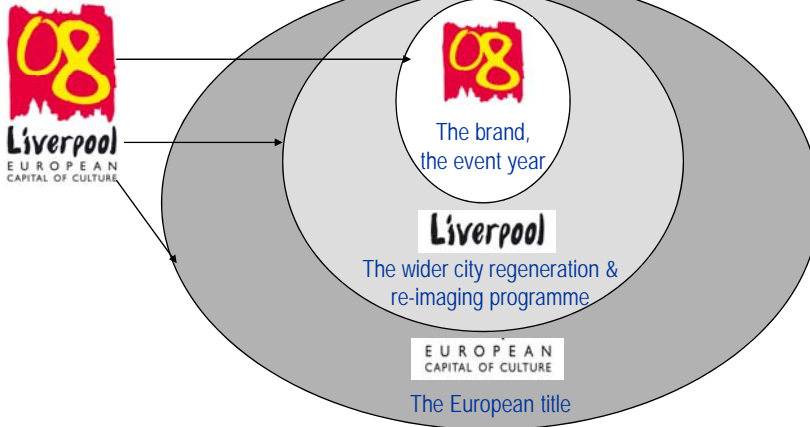
### Research framework |



- Holistic : multiple dimensions of impact; positive as well as negative
- Self-reflective: analyses process as well as outcome
- Longitudinal : 2005 – 2010 – [2015]
- Collaborative : academic team, local authority funding, knowledge exchange network



## Our object of study | What is the Liverpool ECoC



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## Liverpool 2008 | Key stakeholders



- Main promoters | producers of 'brand'



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## Liverpool 2008 | Key stakeholders



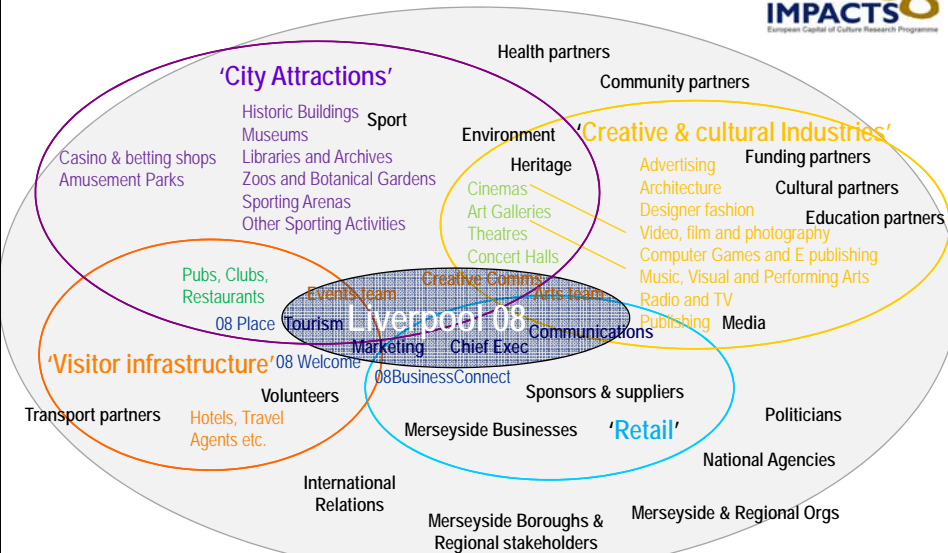
- Producers of 'content' | activity



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## Liverpool 2008 | Reflecting the city's cultural system



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## Findings | Economic growth (2000-08)



Economic impacts and processes	
Jobs created in relevant sectors	<ul style="list-style-type: none"> <li>City Employment</li> <li>Employment</li> <li>Employment</li> <li>Employment</li> <li>Business Units - Creative Industries</li> </ul> <p>Visitor growth (2002-2005) 13% (volume) and 21% (value)</p>
Skills development	<p>25.5% first time visitors in 08</p> <ul style="list-style-type: none"> <li>% of economically active with no qualifications</li> <li>% of economically active with secondary education</li> <li>% of economically active with higher education</li> </ul>
Levels of investment	<ul style="list-style-type: none"> <li>GVA per capita</li> <li>GVA % change</li> <li>City Visitor Expenditure</li> </ul> <p>75% of visitors claim to have been influenced by the ECoC</p>
Additional visitor expenditure	City Visitor Expenditure
Number of visiting delegates	<ul style="list-style-type: none"> <li>Number of conferences in the city</li> <li>Number of conference delegates visiting the city</li> <li>Total room nights sold in the city</li> </ul>
Hotel rooms, occupancy rates and new stock	<ul style="list-style-type: none"> <li>City Hotel Occupancy (%)</li> <li>Hotel supply has grown by a third since 1998</li> <li>Rooms/Bedspaces refurbished</li> <li>Rooms/Bedspaces refurbished</li> </ul> <p>70% hotel occupancy (81.1% in May 08)</p>



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	La Machine	Tall Ships	Liverpool Sound	Go Super lambananas
Attendance	200,000	325,000	36,000	570,000
Residents	46%	26%	36%	45%
Overnight	3%	14%	19%	17%
Eco Impact (Additional)	£2m	£8.2m	£5m	£9.6m

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Visitor growth (2002-2005)  
13% (volume) and 21% (value)







70% hotel occupancy (81.1% in May 08)

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



<b>Cultural vibrancy</b>		National coverage of cultural offer is
Number of cultural facilities	New local cultural networks attracting multi-million national grants	62% pos + 28% neutral (2008)
Quality of Cultural	7,000 people employed within the Creative Industries	of artistic programme events
Sector perceptions	Investment in Creative in	the ECoC
<b>Most positive impacts</b> - Profile for city and sector - Sector credibility - Increased client base - Increased local morale	Investment in Arts sector	over 70% of 08 event contributors are locally based (47% are professional artists)
	Jobs created by ECoC a	
	Total grants given by EC	
	% Interest in Museums/Galleries in the city	69% of Liverpool people interested in museums
<b>But low perceived direct impacts (for culture business)</b> - No sufficient local opportunities (particularly, for small providers) - Focus on events over arts infrastructure improvement	% Interest in visiting the	Local interest in cultural activities has risen since 2005
	New cultural strategy for city-region	
	www.im	

## Impacts 08 findings | Cultural participation



<b>Cultural participation</b>		Three pavilions in deprived communities owned by neighbours and praised by critics
Number of participants and events generated by ECoC activity	Total N	15m visits to events or attractions in 2008
	Attend	
Breadth of cultural participation	Events funded by ECoC organisers (grants)	
	Number of Participants in the above events	
	Artist days of work from ECoC grants	
	Propo	60% of local people claim attendance at museums (42% nationally)
	Propo	Above average BME, lower socio-eco groups and young people attend 08 events
Number of volunteers	Proportionate involvement of ci	
	% of audience from within the c	
	% of audience from outside the country	
Number of registered Volunteers	Over 4,000 registered volunteers, 1,000 active	
Number	13% of volunteers are of BME background	
Number		



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## Impacts 08 findings | Cultural participation



**Perceived drivers**


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

**Perceived barriers**

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

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

## Findings | Image, physical change, management



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

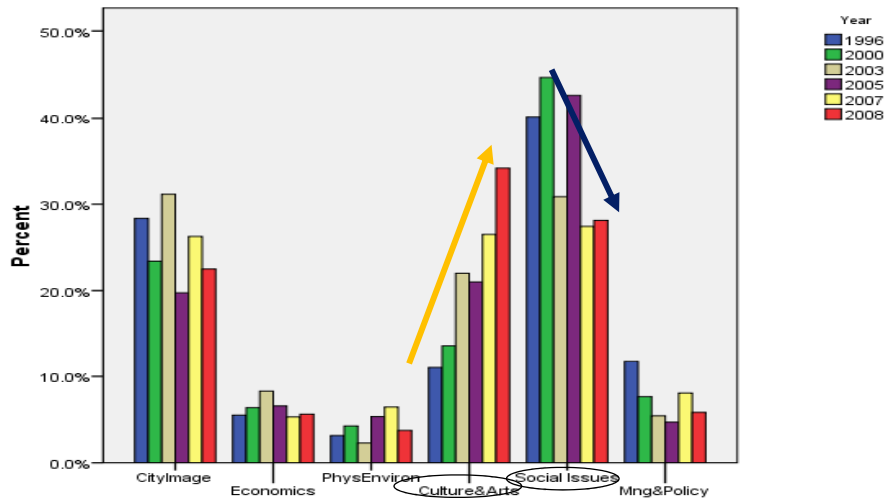
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## Findings | Image | National press (1996-2008)



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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)  
(**Liverpool best practice**: the Spider, Opening weekend, Tall Ships)
- To maximise **sustainable** impact, these events must be complemented by ongoing smaller scale activity that can be more spread out spatially and last longer (**Liverpool best practice**: neighbourhood Pavillions, *Superlambanana parade*)



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## Conclusions | Establishing a model for research



- The need to conduct longitudinal research to understand impacts
  - A five year programme leading up to and during the event allows a data baseline.
  - However, we cannot estimate the full impact of hosting an ECoC just the year after.
  - The most important event legacies are likely to emerge over a five to ten year period
- Combining quantitative and qualitative techniques
  - Use statistics to assess representative data / capture trends over time / benchmarking
  - Develop in-depth research to allow value assessments / support new methodologies
- Establishing a collaboration across research sectors and nation states
  - Universities working alongside data agencies, consultancies and think tanks
  - Combining independent academic research + knowledge
  - Diversifying funding for research : from commissioner
- The involvement of universities, strengthens the

EACEA funded European  
Capital of Culture Knowledge  
Exchange Network (2009-10)



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## Points for discussion



- Culture can be a key **catalyst** for local development and regeneration
- Emerging **evidence** in Liverpool shows that key drivers result from applying cultural incentives and investment within economic, social, physical as well as cultural/ artistic / creative policy agendas
- A key **challenge** to culture-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, we need to keep advancing our **understanding of synergies** as well as potential conflict between cultural, economic and social imperatives
- This requires more 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**

**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. Our aim is to develop a model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and beyond. Further details can be found in our [About](#) section.

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**News and Findings**

Click [here](#) for latest news about the Programme. All of our reports are published in our [Reports and Seminars](#) section and are summarised in the [Findings](#) section. For an overview of our current [projects](#) and [research methods](#), visit the [About](#) section.

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**Related Activities**

In parallel to the Impacts 08 Programme, the [Arts and Humanities Research Council \(AHRC\)](#) and the [Economic and Social Research Council \(ESRC\)](#) have also funded the University of Liverpool to research the impact of cultural policy on the process of regeneration through an [Impact Fellowship](#).

**Latest News:**

There are still some places available at our free workshop on [Measuring Cultural Engagement](#), being held at Liverpool’s Foresight Centre on 27th July. [Find out more](#) and [register to attend](#).

A methodology for our economic impact work has now been published. [Find out more](#).

The report of the latest phase of our Local Area Studies project, reporting on 2008 Results, is now available to download from the [Reports and Papers](#) page.

A literature review on [Measuring the Impacts of Large-Scale Cultural Events](#) is now available in the [Background documents](#) section of the Reports and Papers page.

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Thank you

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