

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

12 March 2010 – Victoria Gallery & Museum, Liverpool

10.00	Registration and refreshments
10.30	Welcome from Professor John Belchem (Pro Vice Chancellor, University of Liverpool) and Professor Michael Brown (Vice Chancellor, Liverpool John Moores University)
10.45	Impacts 08 Programme Overview by Dr Beatriz Garcia (Impacts 08 Director) and Ruth Melville (Programme Manager) A presentation of the key findings from the Impacts 08 final report.
11.40	Panel discussion: the Policy relevance of Impacts 08 Chaired by Professor Sara Selwood (City University) Contributors: Michael Elliot (Department of Culture, Media and Sport); Andrew Nairne (Arts Council England); Richard Nutter (Liverpool City Council); Sir Bob Scott (European Capital of Culture Judging Panel)
12.45	Lunch break
13.30	Delegates guided to their parallel sessions
13.45	Parallel sessions: Impacts 08 projects and findings Three central ambitions of Liverpool's Capital of Culture year were repositioning Liverpool, strengthening the city's cultural and creative economy and engaging people. Each of the following parallel sessions focus on one of these areas, presenting Impacts 08's approach to the issues, outlining projects and findings, and discussing the associated methodological challenges in assessing impact and legacy. Sessions will be presented by a member of the Impacts 08 research team, with initial questions and issues raised by a discussant. <ul style="list-style-type: none"> • Cultural Economy – Tamsin Cox; discussant Dr Abigail Gilmore Exploring the impact of the ECoC on the city's cultural system. How is Liverpool's arts and cultural sector changing? Are there noticeable patterns of growth in the visitor economy? Has Liverpool 08 had an impact on the local creative industries? • Cultural Narratives – Dr Beatriz Garcia; discussant Professor Franco Bianchini Focussing on the impact of the ECoC on Liverpool's image. How is the story of Liverpool being told? Have there been major changes in media representations since the bid stage? How is this reflected in people's perceptions locally and around the country? • Cultural Participation – Ruth Melville; discussant <i>François Matarasso</i> Discussing the way in which people have engaged with the ECoC. Who came to events, volunteered or performed in Liverpool 08? How have cultural participation patterns changed over the ECoC period? What difference did Liverpool 08 make to local residents?
15.15	Return to plenary hall and refreshments
15.30	Panel discussion: The research relevance of Impacts 08 Chaired by Professor Franco Bianchini (Leeds Metropolitan University) Contributors: Patrizia Baralli (European Commission); Catherine Bunting (Arts Council England); Dr Michelle Reeves (London Development Agency); Professor Rick Rylance (Research Councils UK)
16.30	Plenary Q&A with panel and Impacts 08 team
16.55	Close of conference by Dr Beatriz Garcia
17.00	Drinks reception

Victoria Gallery & Museum, Ashton Street, University of Liverpool, Liverpool, L69 3DR, Tel: 0151 794 2348