Researching culture-led regeneration
The impact of Liverpool 2008

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Ruth Melville, Programme Manager

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

Presentation overview

- Researching culture-led regeneration
  - Impacts 08 as a new reference point for research on the ECoC
- Impacts 08 Baseline report 2000/6
  - Establishing a model for data collection & analysis
  - Core messages and selected findings
- The way forward | 2007-2010
  - Research priorities and partnerships

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 objective
- 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)

The Impacts 08 research programme

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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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[holistic measurement]

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[knowledge transfer]

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[sustainable legacy]

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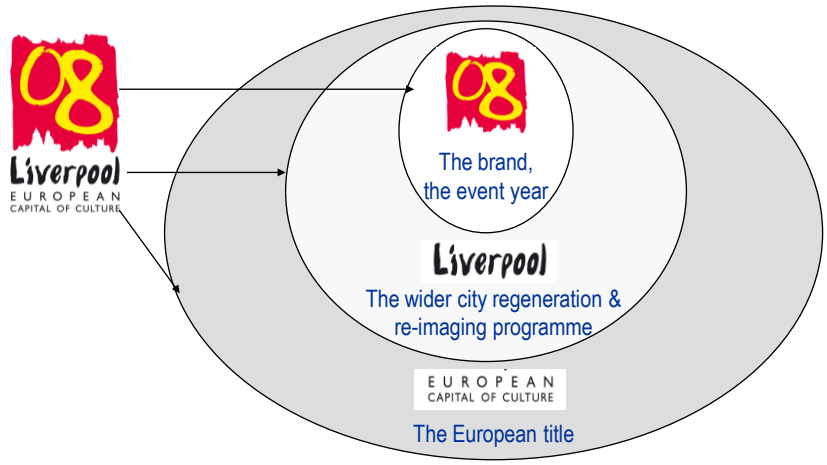
[beyond Liverpool, beyond the ECoC]

Our object of study | What is the Liverpool ECoC



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

What is the Liverpool ECoC | Intended impacts

cultural vibrancy | participation | image

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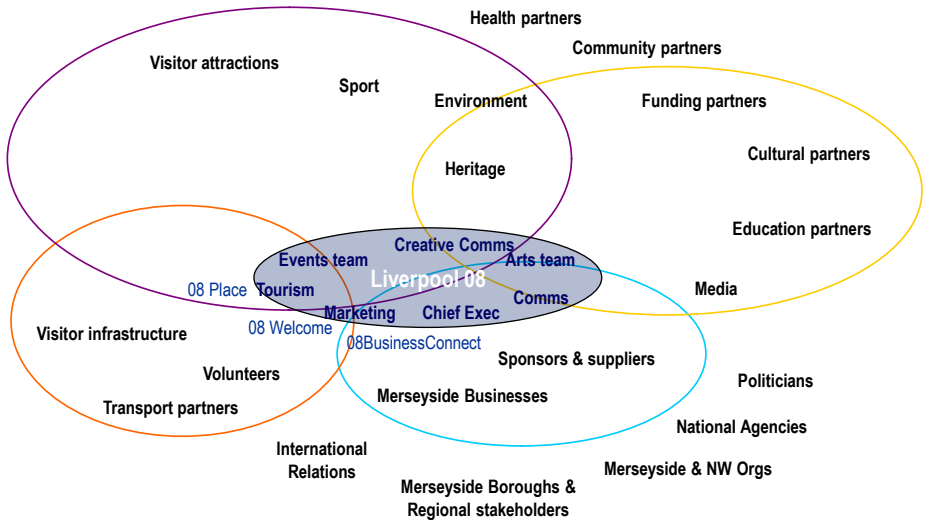
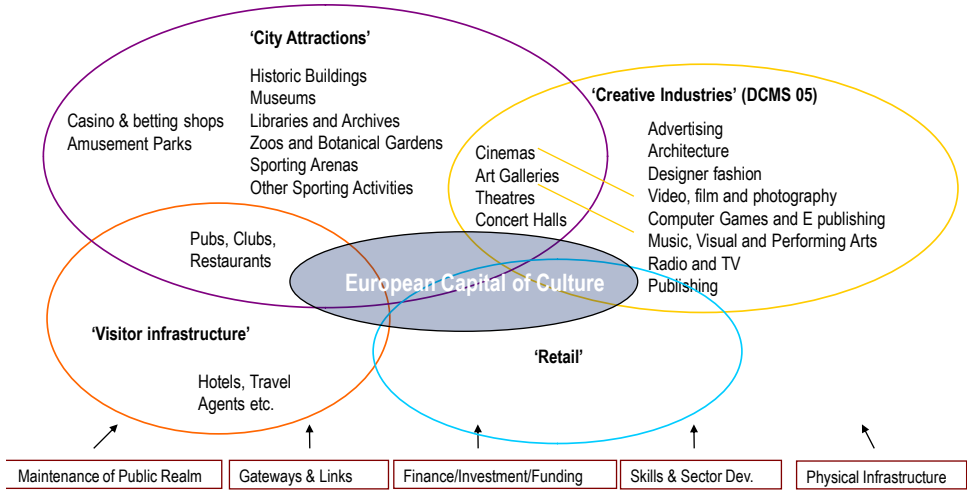
What is the Liverpool ECoC | Key relationships



The city's cultural system | Main areas identified



Research framework | Thematic clusters

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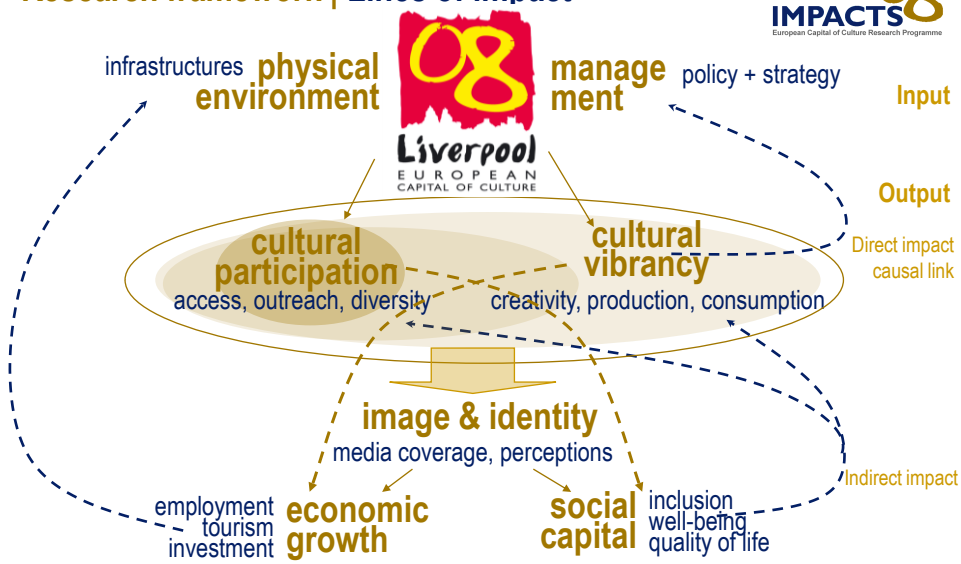
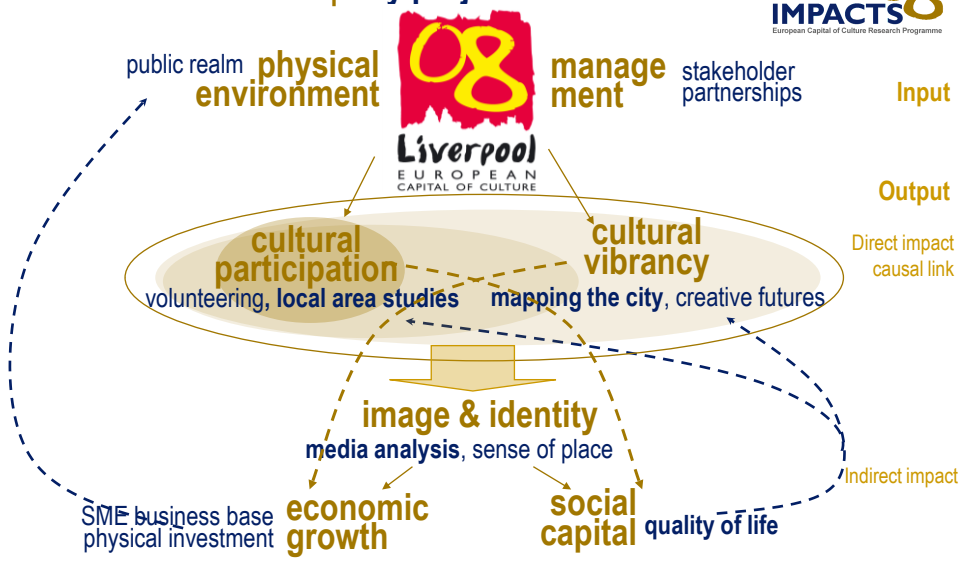
Research framework | Lines of impact



Research framework | Key projects



Impacts 08 Baseline Report (2000-2006)

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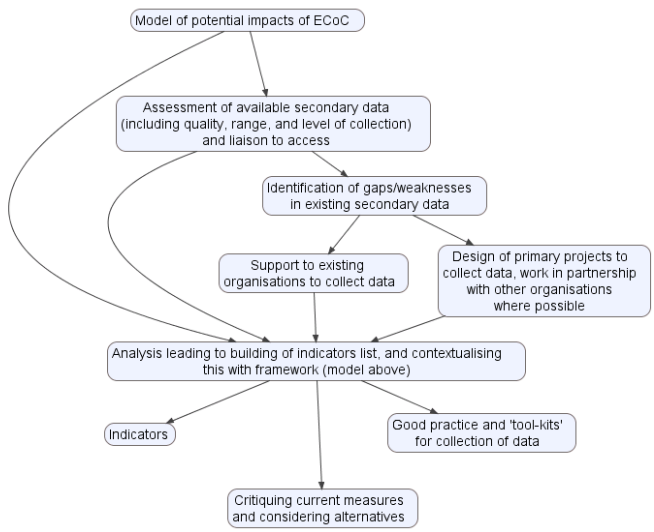
Impacts 08 Baseline Report

Core themes | selected findings

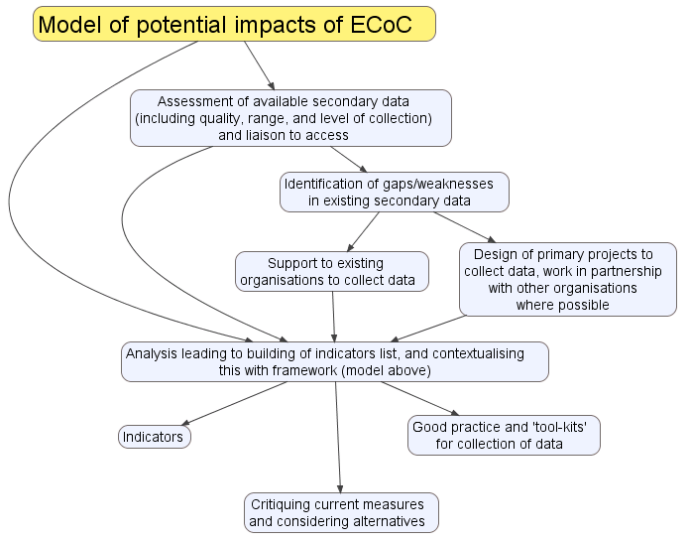
- Cultural Participation
- Cultural Vibrancy
- Image and Identity

- Establishing a model for data collection & analysis
  - the case of cultural participation

Impacts 08 data collection model | Outline



Applying the model | Cultural Participation



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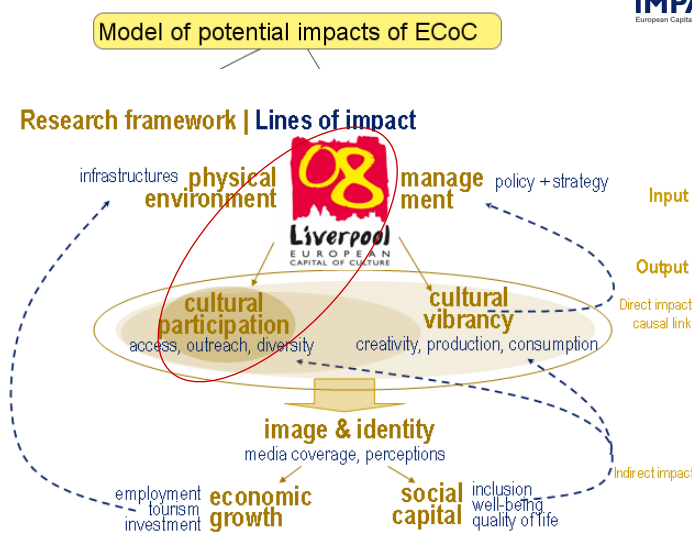

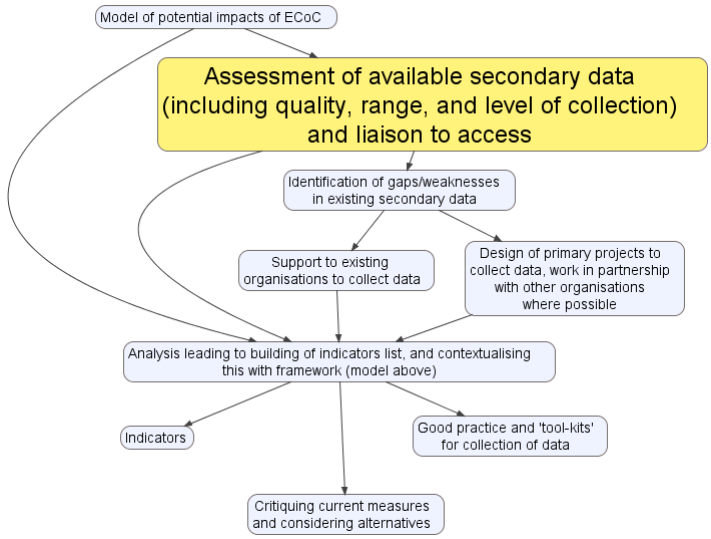

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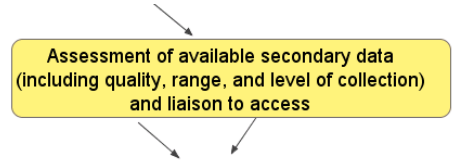
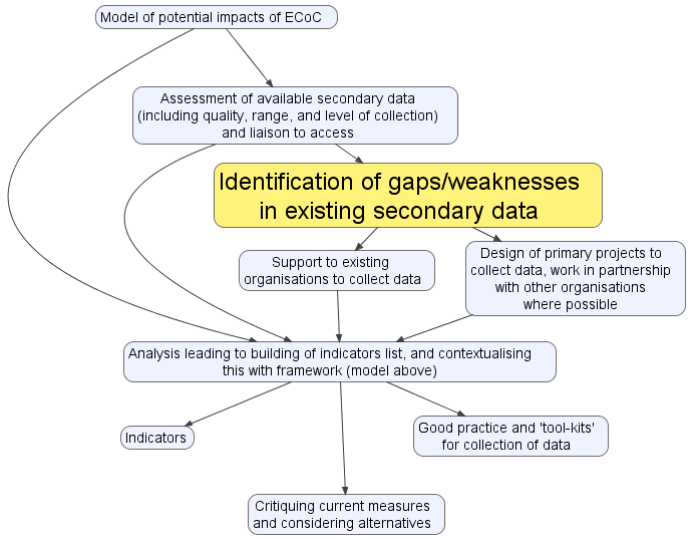


- Assess and access available secondary data and sources
- National, eg
  - Taking Part Survey
- Local, eg
  - Culture Company data from grant funded organisations
  - Data from local arts organisations
  - Commissioned research from local organisations (arts, city council etc)



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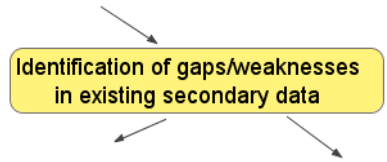
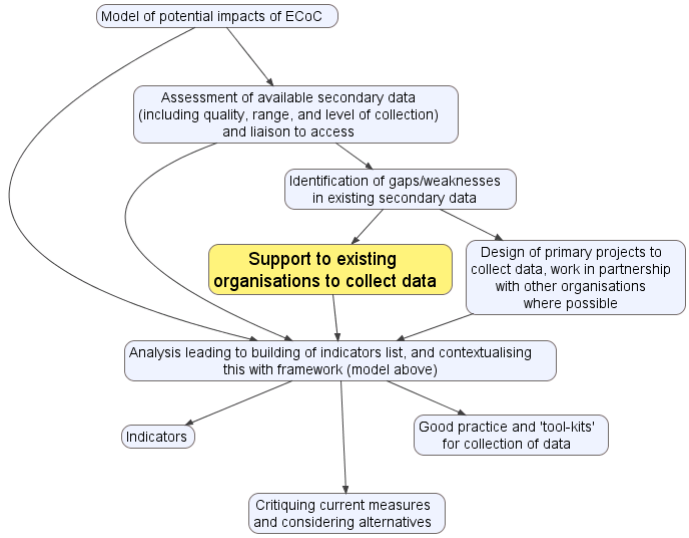


- To what level is it collected
  - e.g. Taking Part only disaggregates to regional level
- How consistent or comparable is it
  - different organisations have different drivers for collection, thus different data
- Frequency of collection
  - Including one-off v. longitudinally collected. Collection at different points of the year
- Quality?
- Qualitative v. quantitative data
  - how to assess why people participate or the impacts of cultural participation?



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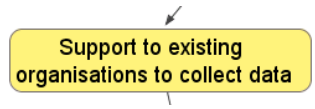
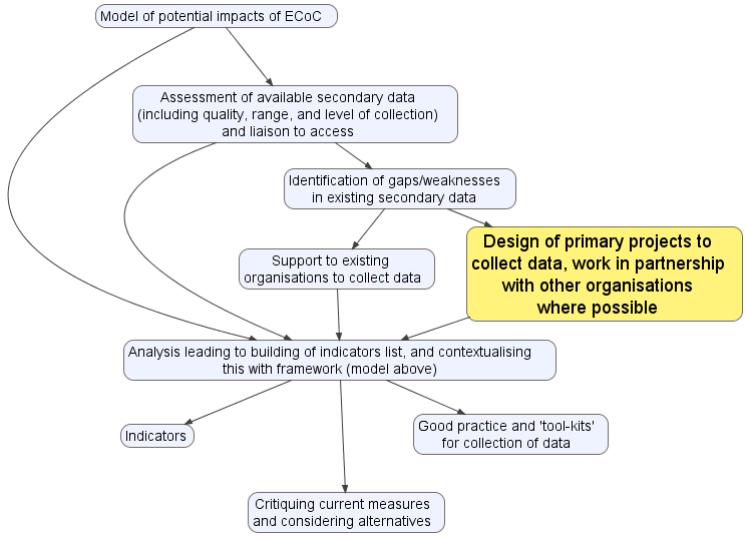


- One of Impacts 08's aims: Provide intelligence to guide decision-making
- 'Knowledge Transfer' is part of universities' function
  - applying the knowledge arising from academic research in such a way as to make a difference to all areas of life.
  - supported at government levels e.g. through 'Knowledge Transfer Partnerships'
- Impacts 08 works with Cultural organisations and Culture Company to support and improve data collection and evaluation of impact.
- Dual outcomes
  - More, and better quality, data and evaluation collected to support Impacts 08 work
  - Legacy of evaluation skills and data collection models in cultural sector.



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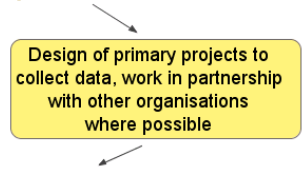
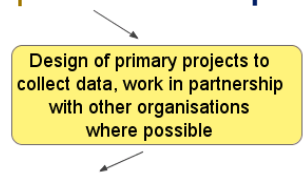
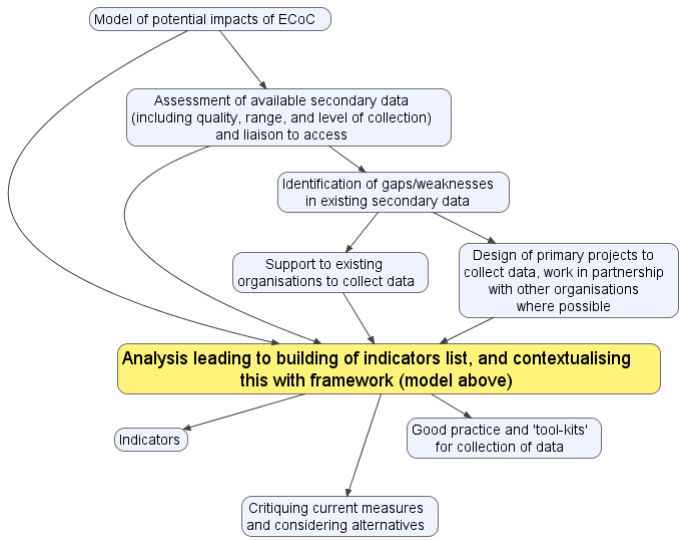


- Local Area Studies
  - In depth and longitudinal exploration of experience of people living in 4 areas of Liverpool – 2007-09.
    - Liverpool 1/ City Centre/ Chinatown/
    - Knotty Ash
    - Aigburth
    - Scotland Road/Kirkdale
  - Cultural attitudes and participation, experience of and engagement with Liverpool 08, changing experience of their neighbourhood and city as a whole.
  - Surveys, interviews with stakeholders and locals, mappings and other qualitative methods

Applying the model | Cultural Participation



- Impacts of Cultural Participation on Quality of Life
  - Other research explores whether and why people get involved in culture, this project will explore some of the impacts on quality of life of cultural participation
  - Selection of a few 'domains' of quality of life, eg
    - Sense of safety
    - Mental wellbeing and community connections
    - Aesthetic experience, feeling differently about the world
  - Qualitative tools developed to give quantifiable measures, to be used before, during and after participation in existing engagement project.
  - Partnership with cultural engagement projects eg Creative Communities, LARC education and outreach projects to see impacts across range of projects.



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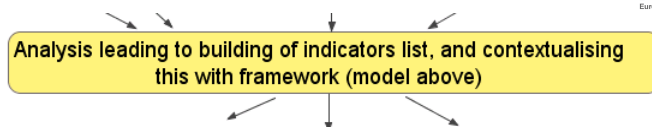
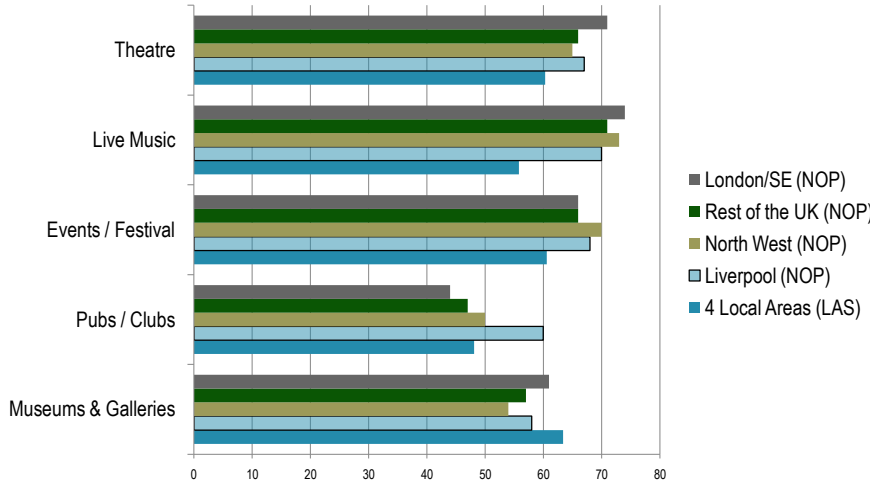


- Analysis of existing data, with additions from new primary data allows us to give initial findings of cultural participation levels

- Cultural Attitudes
- Arts Attendance
- Cultural Participation

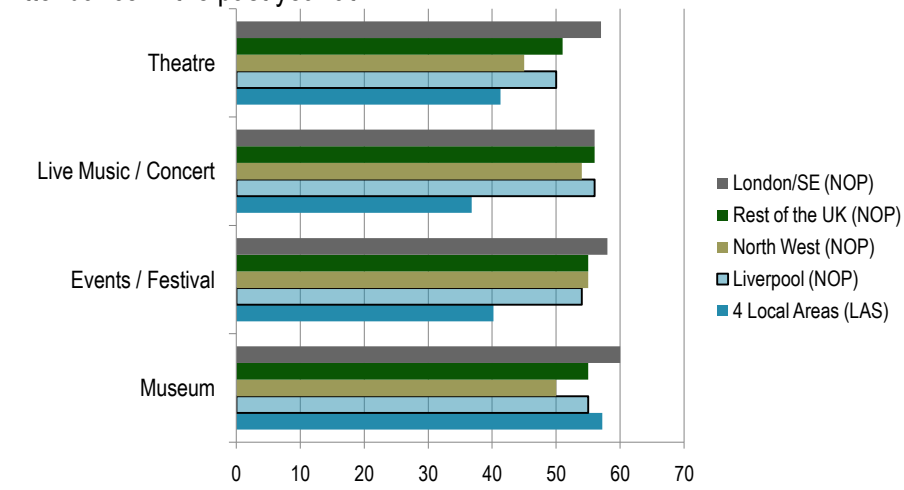
Applying the model | Cultural Participation

How interested are you in…?



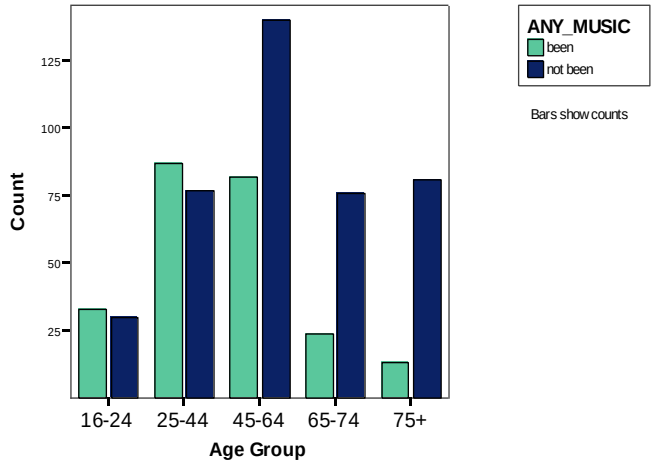
Applying the model | Cultural Participation

Attendance in the past year at…



Applying the model | Cultural Participation

LAS Attendance at Live Music/Concerts



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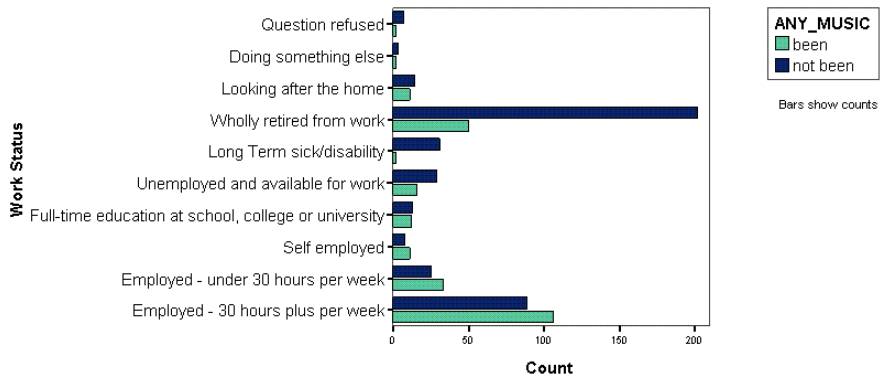
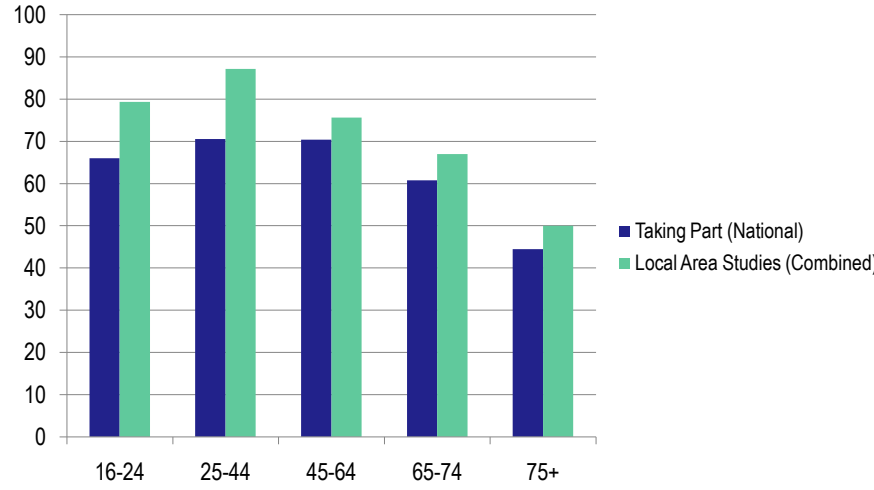


Applying the model | Cultural Participation

Attendance to at least one type of arts event during the past year:



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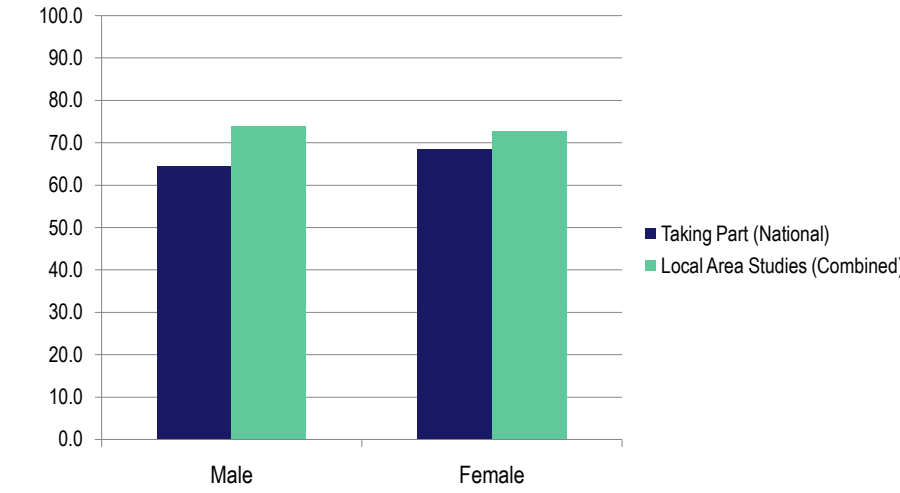

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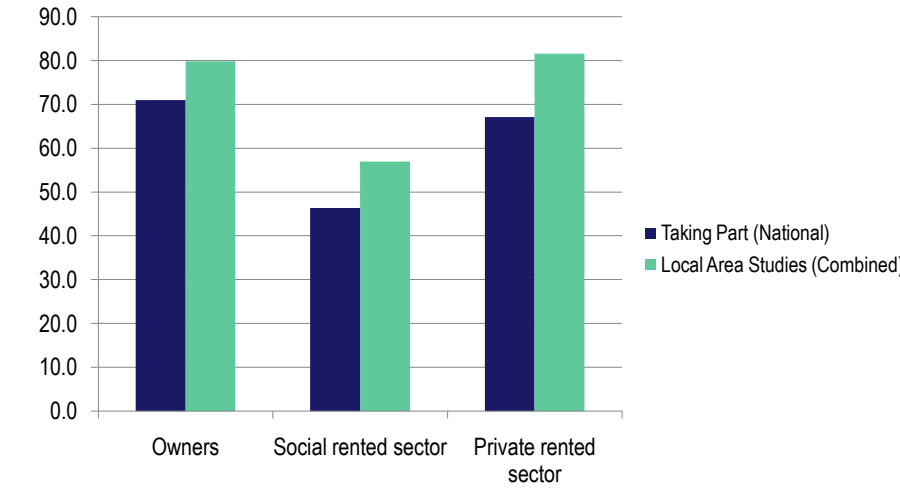

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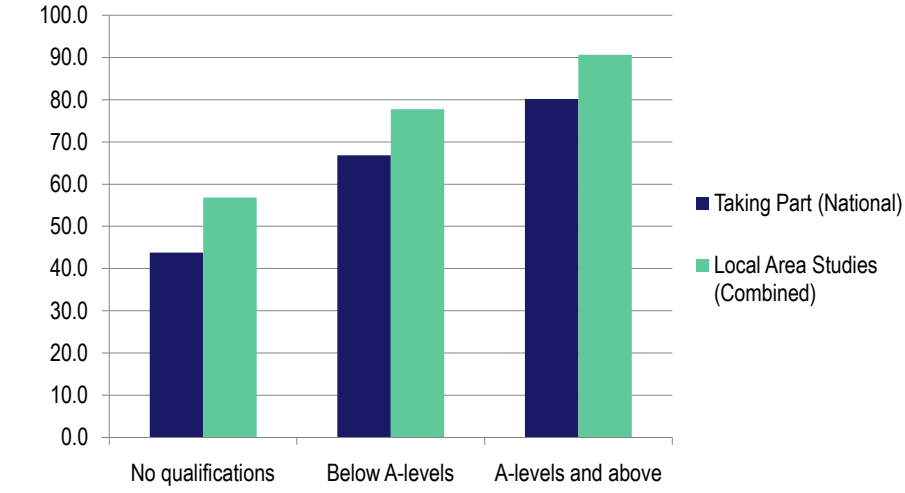
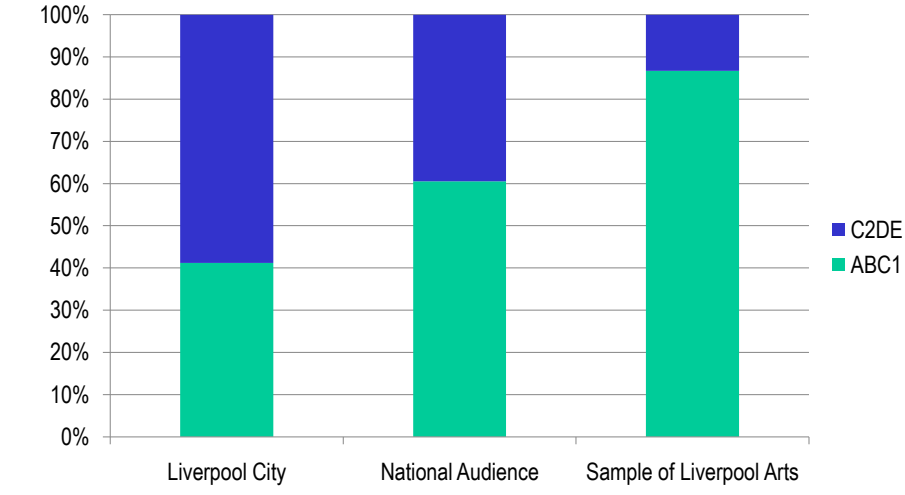


Applying the model | Cultural Participation

Typical Audience Breakdown



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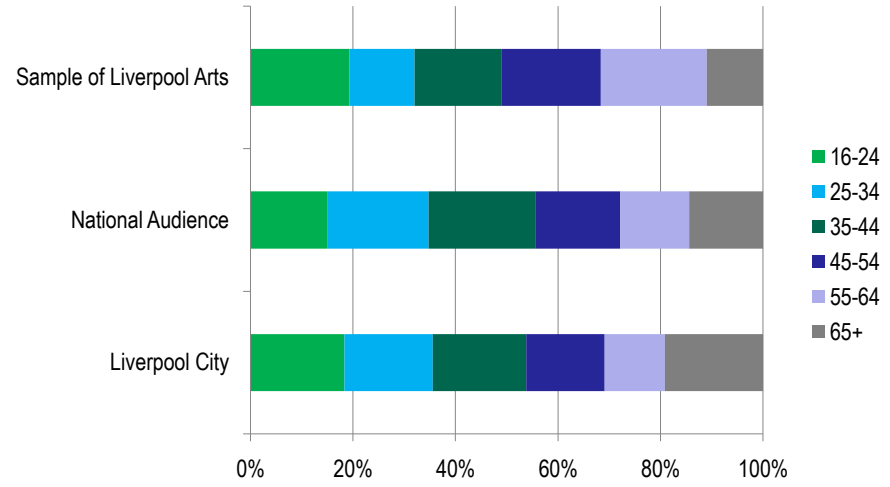

Applying the model | Cultural Participation

Qualitative Findings | 'Young Liverpool' project

- Cultural Activity | What they liked to do
  - Participants talked about *'hanging about'* (Croxteth) and *'chillin'* (Toxteth) as their main leisure activity, for example *"just 'chillin' in the park, doing nothing."*
  - There was sometimes some embarrassment about this *"doing nothing",* and it was clear that it was believed that they must have been "*up to no good".*

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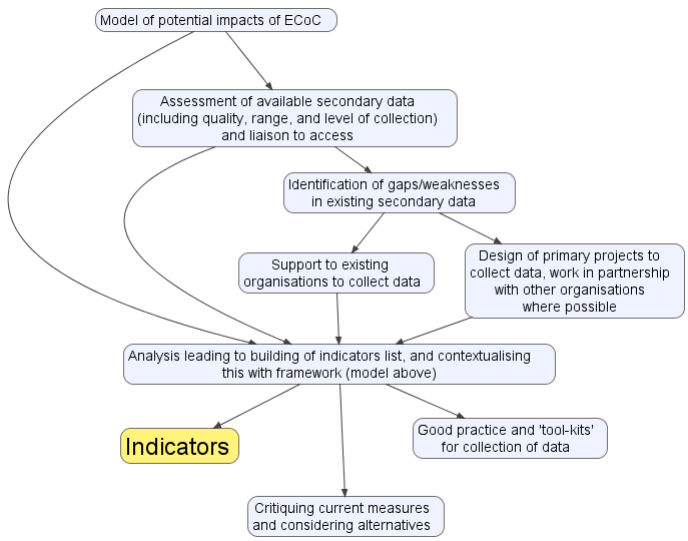
Qualitative Findings | 'Young Liverpool' project

- Engagement and Exclusion | City Centre
  - Several young people mentioned engagement with public art (in the form of the Williamson Square Fountain!)
  - *"I go to the fountain, and ride my bike through the fountain".*
  - Age seemed to be quite significant with many of them saying that they went to places like the museum when they were younger*: "I used to go to the Museum when I was a kid".* Some doubted whether they would be let in raising questions about how comfortable some of them felt in places like museums and art galleries.



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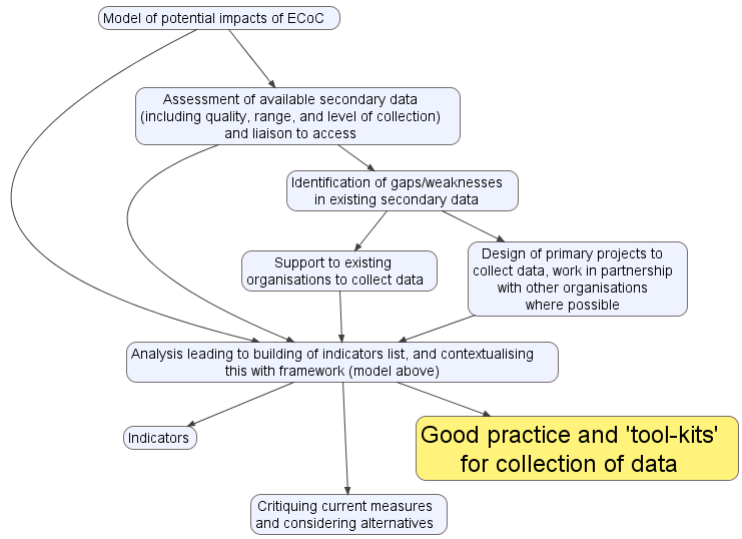
Applying the model | Cultural Participation

Indicators

1. Total number of events funded, or directly organised, by Liverpool Culture Company - 5,256
2. Total audience/ participants at such events - over 3.7 million
3. Number of volunteers involved in the Liverpool 08 programme - 730
4. Number of days of volunteering given - 771
5. Participation at Liverpool cultural events by demographic groups – broadly reflects national patterns.
6. Steps to improve access – eg,15 Liverpool 08 cultural partners have received Disability Equality Action Training
7. Liverpool residents' interest in culture - broadly in line with and slightly higher than the rest of the UK.
8. Liverpool residents' participation/attendance at cultural events/venues – broadly in line with and slightly higher than UK.

March 2007 Indicators report figures (date dependent on data source-see report)



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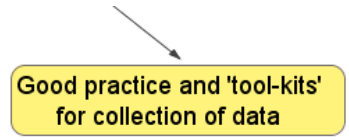
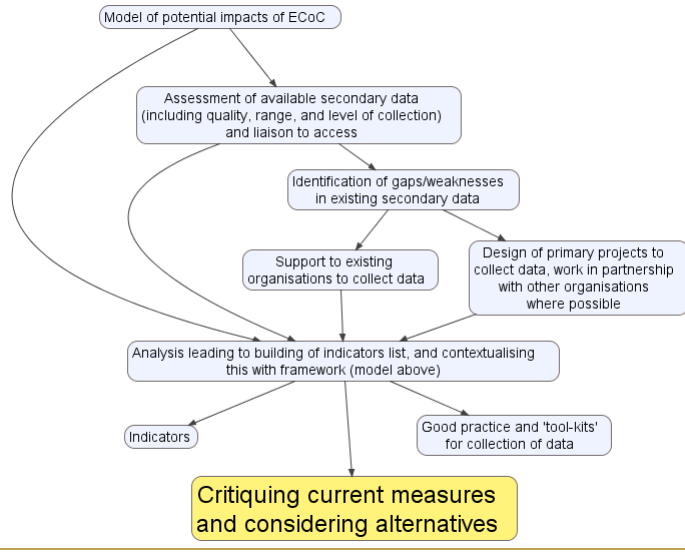


- Support and work with cultural organisations and Culture Company gives rise to suggestions as to how to solve problems of data collection
- 08satisfaction and diversity questionnaire:
  - Mapping demographic and geographic breakdown of audience at sample of 08 events
  - Co-designed with LCC market research team and Culture Company M&E staff
  - To be carried out by 08Volunteers (thus adding to their skills)
  - To be made available for Culture Company funded and other community organisations to support their data collection



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Applying the model | Cultural Participation

Critiquing current measures and considering alternatives

- Taking part in national debate about current measures and sharing learning with local organisations
  - e.g. Quantitative measures are not sufficient to account for unexpected impacts, concerns about what ought to be measured.
- Commissioning of and linking with qualitative work on the subject
  - e.g. Quality of Life impacts of cultural participation project
- Also taking part in debate on unresolved methodological issues and recognising the need to go beyond usual measures
  - e.g. the case of disability

Applying the model | Cultural Participation

Critiquing current measures and considering alternatives

- The case of measures to assess disability:
  - Priority group for government targets
  - Increasingly prevalent with ageing population
  - Particularly hard to measure given:
    - Social model of disability
    - 'official' measures for disability
- Recognising and discussing the problem has given rise to creative solutions | for us and for practitioners
- What if we measure steps taken to ensure inclusion?
  - Beyond DDA | disability groups look at creative ways to respond

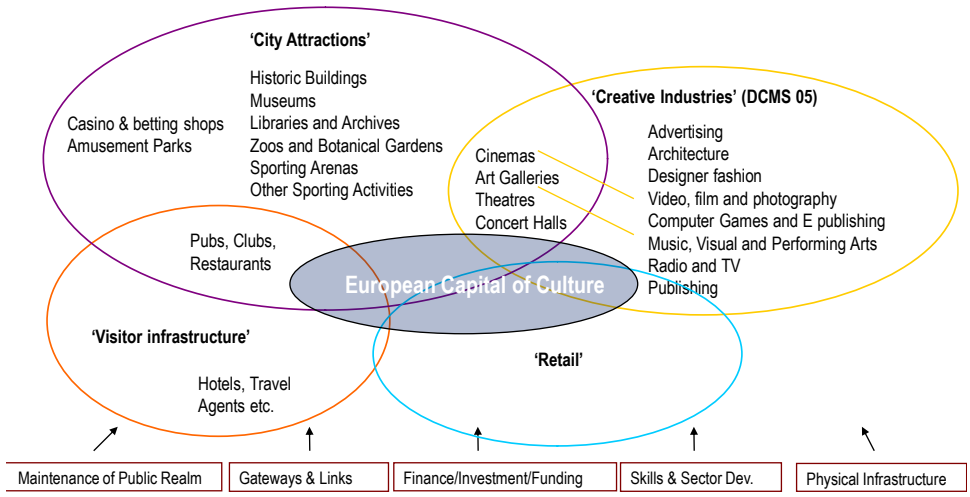
Impacts 08 Baseline Report

Core themes | selected findings

- Cultural Participation
- Cultural Vibrancy
- Image and Identity

- Establishing a model for data collection & analysis
  - the case of cultural participation

Cultural Vibrancy | Data and Contextualisation

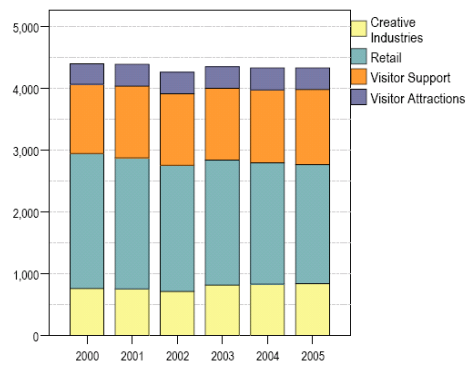


Cultural Vibrancy | Data and Contextualisation

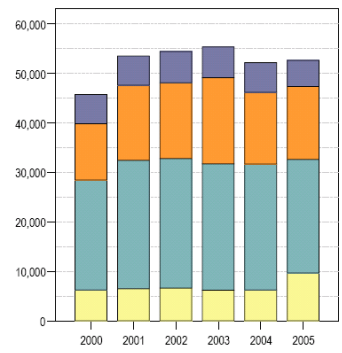
- What are we trying to measure/explore:
- Shape, growth, potential for sustainability, e.g.
  - Number of businesses,
  - Volume of employment
  - Skills levels
  - Access to training and advocacy
  - Graduate retention
  - Interconnectedness within and beyond the sector and area
  - Flexibility and potential for change
  - Perceived quality
  - Geographical reach
- Need for qualitative as well as quantitative measures

Cultural System | Size and Growth

Total number of workplace units in Liverpool's cultural system – by sector

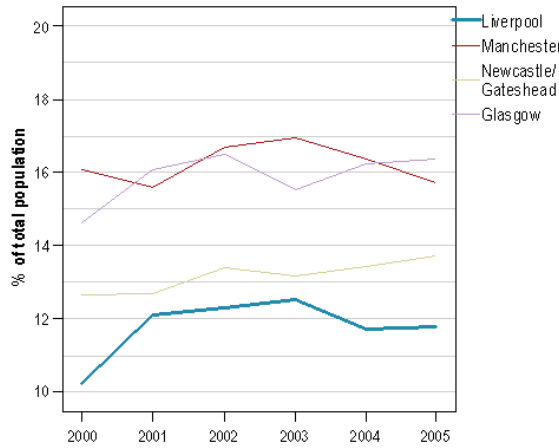


Employment volume in Liverpool's cultural system – by sector



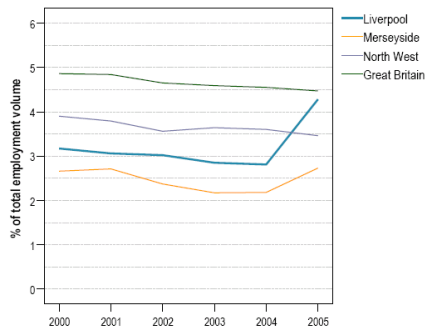
Creative Industries | Comparison with other cities

- % of total population employed in 'cultural system'

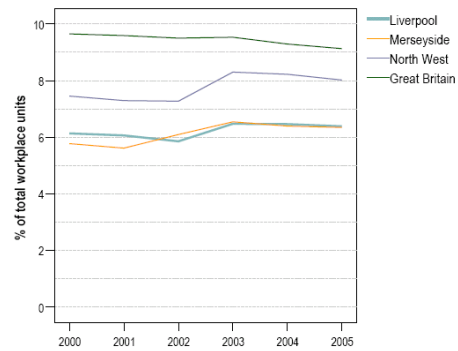


Creative Industries | Size and Growth

Employment volume in 'DCMS Creative Industries' as a % of total employment volume

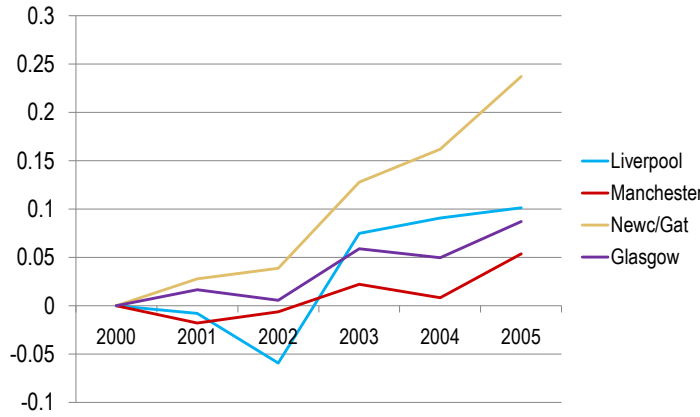


Workplace units in 'DCMS Creative Industries' as a % of total workplace units



Creative Industries | Growth

Workplace units in 'DCMS Creative Industries' as a % of 2000 levels



Beyond numbers | Understanding the sector

- Training, skills and advocacy
- Linking with advocacy/skills organisations to explore how ECoC has impacted on them
  - TMP for tourism infrastructure,
  - Commission ACME project on different areas of Creative Industries sector
- Mapping the arts sector
  - Size and scope
  - The connections (within and beyond the sector)
- Perceptions of 'quality'
  - National reviews of cultural events and programmes in Liverpool/ related to ECoC
  - Visits by international artists, reviewers etc
  - Tourism and business willingness to invest/visit measures.

Impacts 08 Baseline Report

Core themes | selected findings

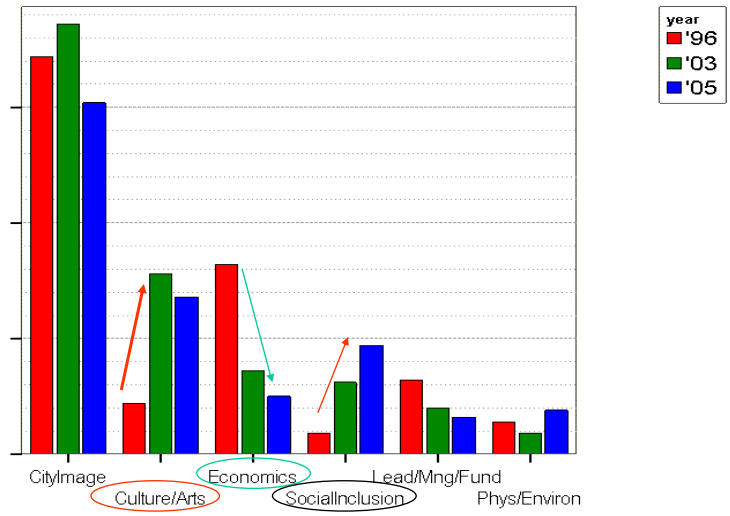
- Cultural Participation
- Cultural Vibrancy
- Image and Identity

- Establishing a model for data collection & analysis
  - the case of cultural participation

Baseline | Identity, Image & Place

- In 2003, national papers produced four times more positive stories about Liverpool's culture and arts scene than was the case in 1996;
- Sustained positive press associations relating to Liverpool at a local as well as national level include references to its galleries/visual arts scene; business and inward investment; TV media and entertainment; music scene; cultural events; and universities/ research;
- Nationally, the Liverpool ECoC is mainly associated with the wider city's renaissance, in particular, its renewed (enhanced) image and economic regeneration;
- The November 6th '08 Highlights' launch attracted extremely positive coverage at local level. National coverage has been slow but steady, with increasing numbers of long broadsheet feature (particularly weekends or Sunday) articles dedicated to the city's cultural assets from November onwards.

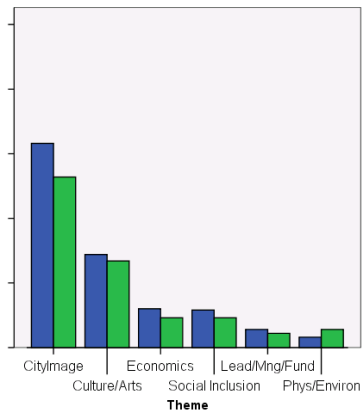
Baseline | Identity, Image & Place | National Press



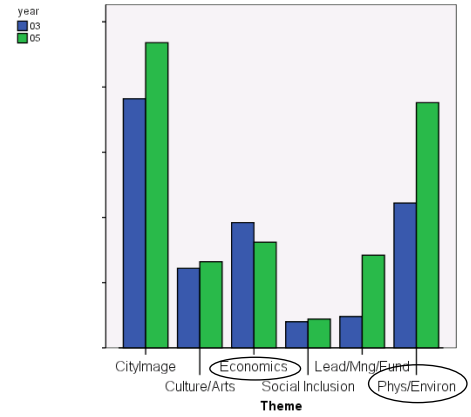
Baseline | Identity, Image & Place | National + local

Main themes (2003, 2005)

National press coverage

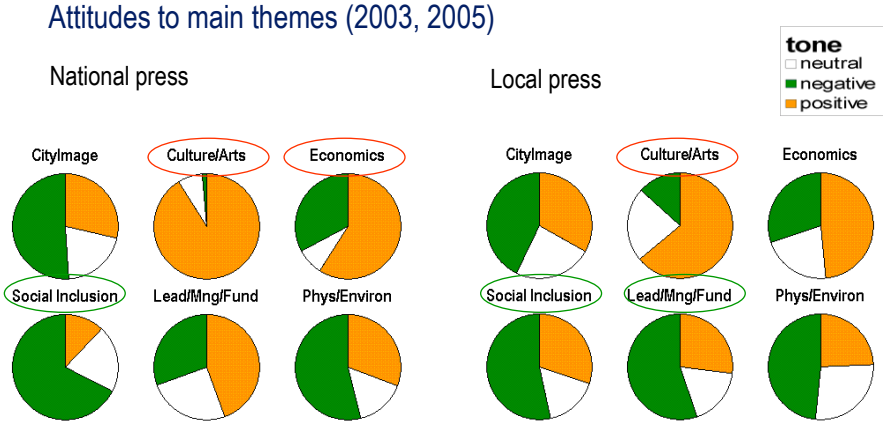


Local coverage (Post + Echo)



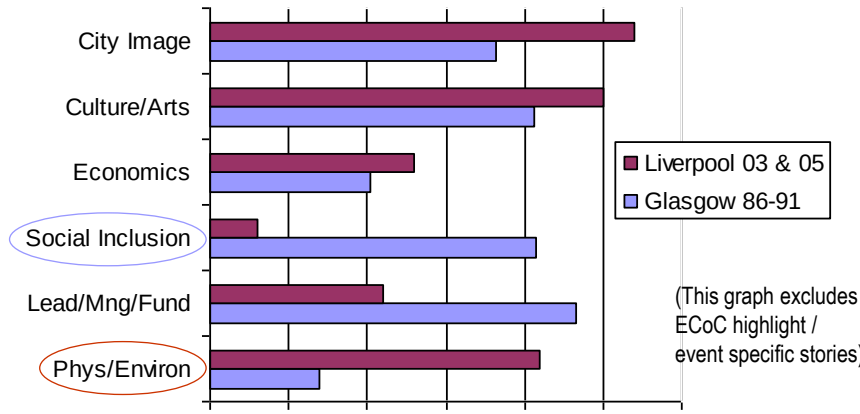
Baseline | Identity, Image & Place | National + local

Attitudes to main themes (2003, 2005)



Baseline | Identity, Image & Place | ECoC focus

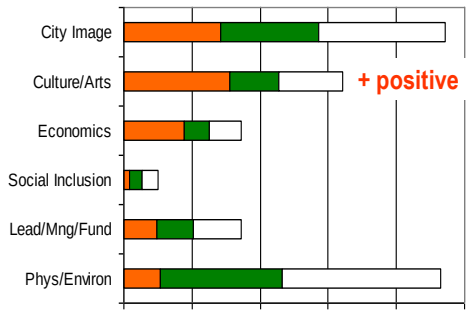
Press coverage on ECoC specific stories – Glasgow & Liverpool



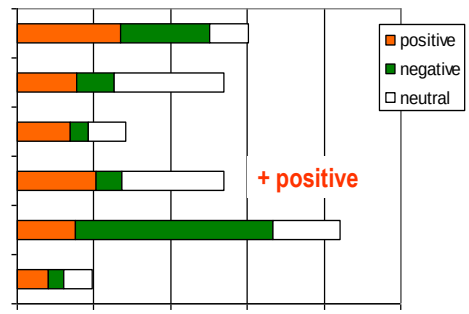
Baseline | Identity, Image & Place | ECoC focus

Attitudes to ECoC specific stories

Liverpool ECoC 2003, 2005



Glasgow ECoC, 1986-1991

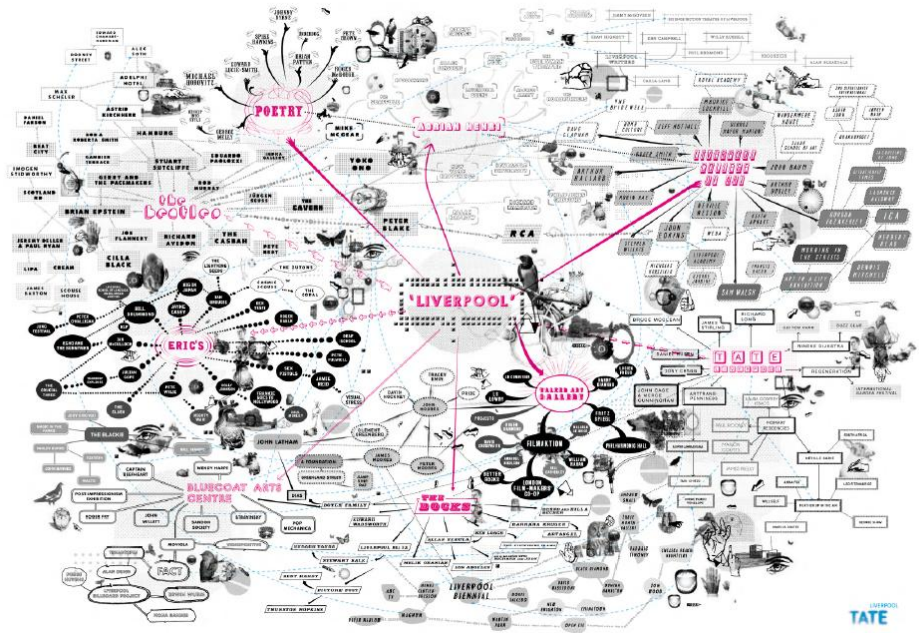


(These graphs exclude ECoC highlight / event specific stories)

The way forward | | projects & liaison 2007-2010

The way forward | 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 & Physical envir	**Business impact & engagement**	x			x
	Impact on physical infrastructure investment		x		
	Economic Impact of Events		x		x
Cultural System	**Creative futures panel**		x	x	x
	Creative industries sustainability		x		x
	Arts Sector Mapping				x
	Experience of the public realm				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	**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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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
  - AHRC & ESRC Impact Fellowship at University of Liverpool
  - Northwest Culture Observatory + ACE North West
- UK wide partnerships
  - Core Cities – Culture Group; Culture Cities Network
  - London 2012 & Cultural Olympiad ; DCMS indicators debate
  - *08 programme link: Portrait of a Nation*
- European partnerships
  - Other ECoCs: Rhur 2010, Istanbul 2010, Cordoba's bid for 2016
  - Networks: Agenda 21 for Culture, Eurocities
  - *08 programme link: Cities on the Edge*

Thank you
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