

The Impact of Culture

Liverpool as European Capital of Culture

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Background

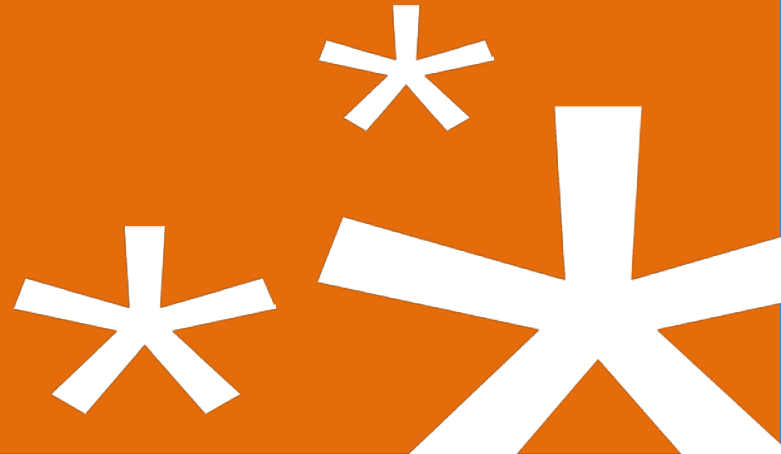
The need to understand
& document cultural impacts



- 
- State of the art in Europe
 - Investing in culture to ‘regenerate’ urban & regional economies
 - Using culture as a catalyst: from service to knowledge economies
 - Key drivers : major events, iconic infrastructures, city clustering
 - **2000-2015** | keywords
 - Culture as development tool
 - **Creative cities, creative class**, creative economy
 - **Longitudinal research**
 - Knowledge transfer and **knowledge exchange**
 - **Impact** assessment
 - Types of impact
 - **economic** - inward investment, job creation, tourism growth
 - **social** - inclusion, access, participation
 - **environmental** – infrastructure renewal, public space, green agenda
 - **cultural** - confidence, aspirations, image, identity

Model

How to measure
cultural impact & value?



Liverpool as international icon



Liverpool as European Capital of Culture



The brand, the year

£130m over 6 years

Liverpool

The city regeneration & re-imaging programme

£4 billion in 8 years

EUROPEAN
CAPITAL OF CULTURE

The European framework

£800k in one year



Intended Impacts

Liverpool Culture Company Aims

- 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
- To encourage and **increase participation** in cultural activity by people from **communities**
- To create **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

Impact clusters

cultural vibrancy

participation

image

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Impact clusters

cultural vibrancy

participation

image

Impact clusters

cultural vibrancy access & participation image & perceptions

Impact research model

inclusion, outreach, diversity

access & participation

cultural vibrancy

image & perceptions

media coverage
people's views

economy & tourism

governance & delivery

aims+objectives
policy, strategy

08

social capital

physical environment

creativity
production
consumption

employment
visitor trends
investment

IMPACTS

European Capital of Culture Research Programme

equalities
well-being
quality of life

infrastructures
public realm
sustainability

Findings



Liverpool 2008 | Economy and tourism

**Greater local
business confidence**

9.7m additional visits

**£754m direct spend
in Liverpool + region**

**34% growth
in visitors since 2007**

**2.6m international visitors
(97% of them visit first time)**

**1.14m additional hotels nights in Liverpool,
plus 3m in the North West region**



Liverpool 2008 | Cultural vibrancy and sustainability

New local cultural networks

attracting **multi-million** national grants

From mid 1990s to end of 2008,
211% growth in culture stories

8% growth in creative industry
enterprises since 2004

Greater awareness of Liverpool's
contemporary cultural offer,
beyond football and Beatles

over **70%** of ECoC
contributors **locally based**

51% of local peers agree that
Liverpool has been repositioned
as a **'world class city'**

Liverpool 2008 | Image and perceptions

Less polarised media representation.

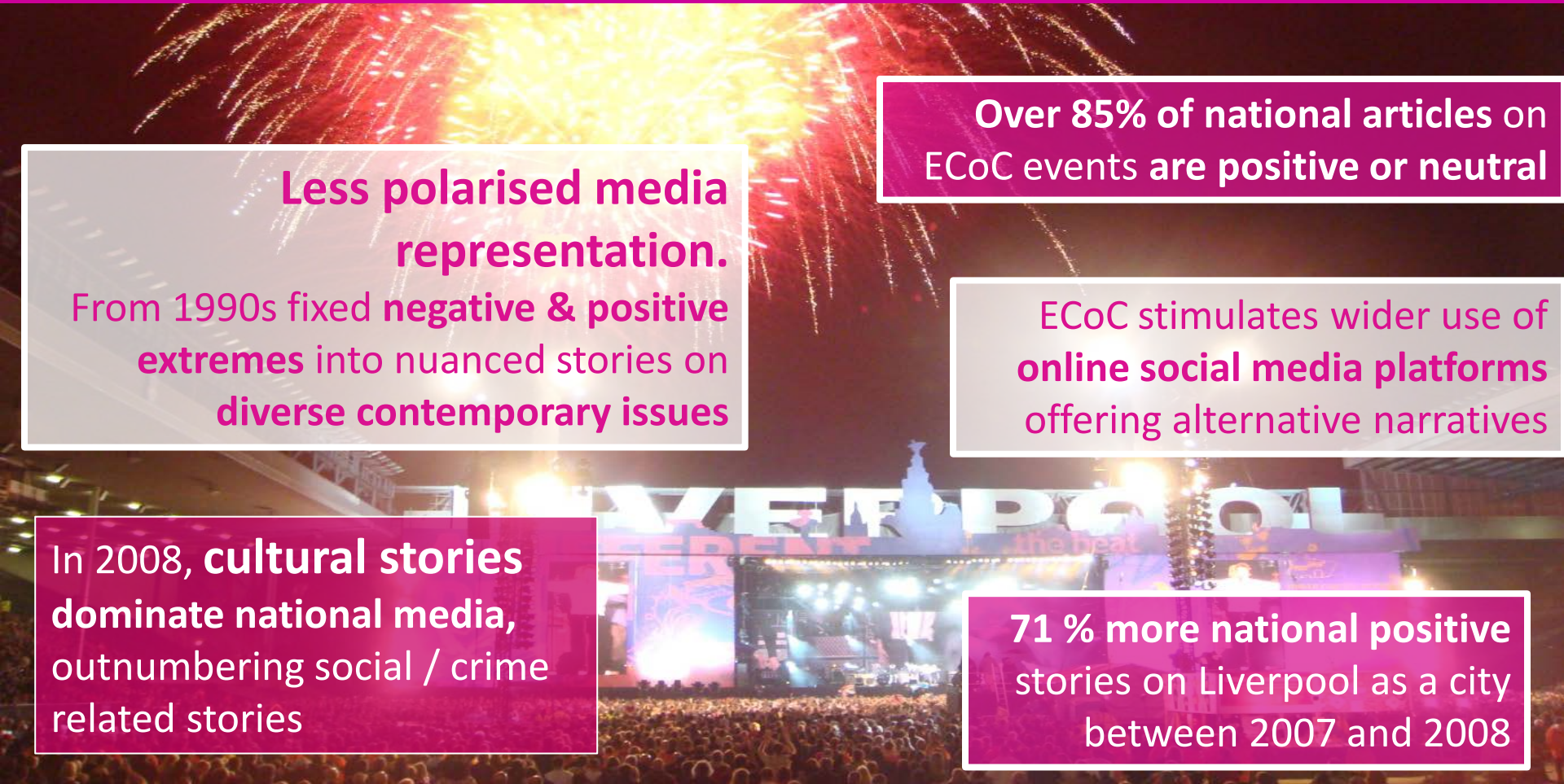
From 1990s fixed **negative & positive extremes** into nuanced stories on **diverse contemporary issues**

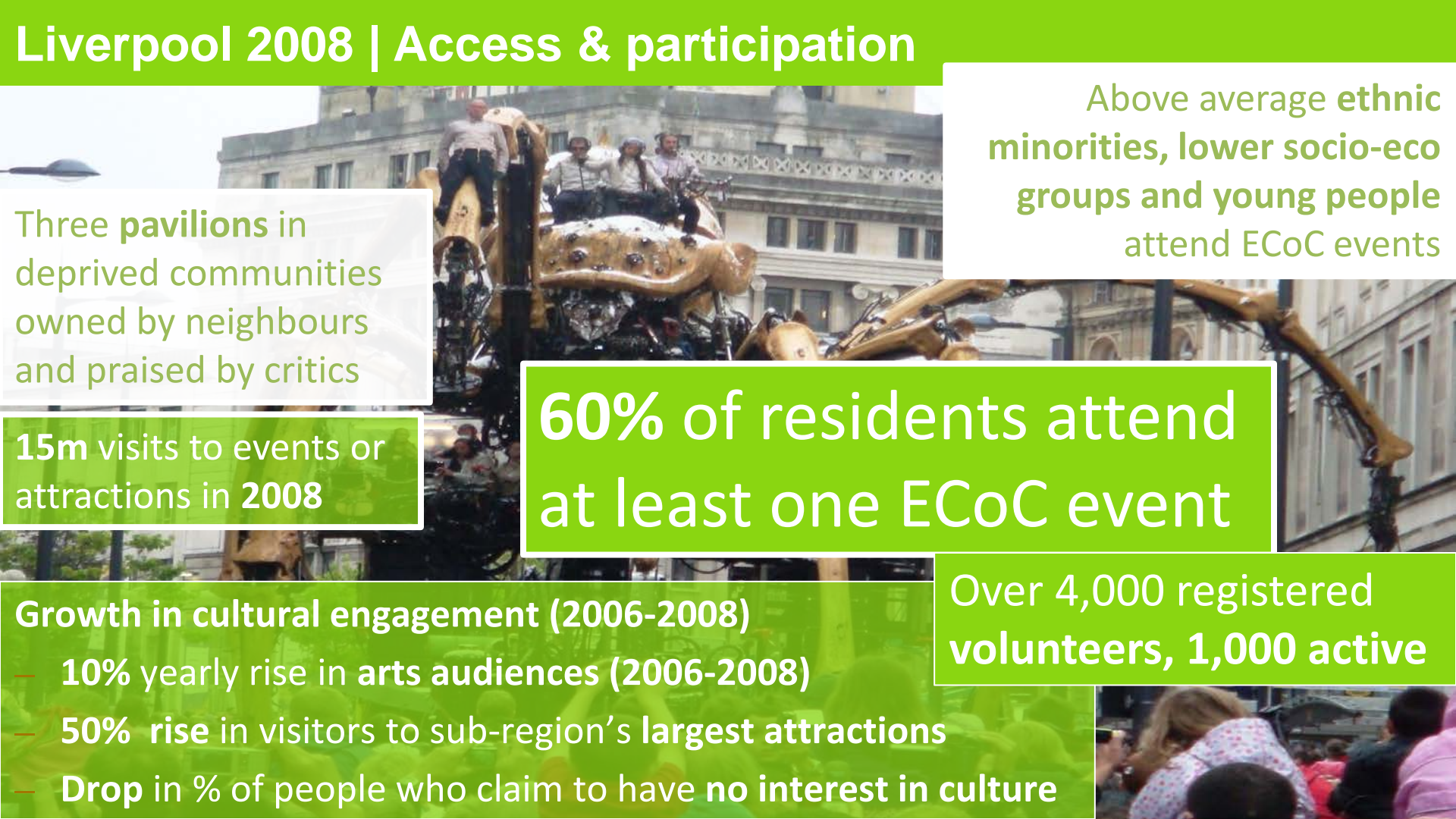
Over 85% of national articles on ECoC events are positive or neutral

ECoC stimulates wider use of **online social media platforms** offering alternative narratives

In 2008, **cultural stories** dominate national media, outnumbering social / crime related stories

71 % more national positive stories on Liverpool as a city between 2007 and 2008





Liverpool 2008 | Access & participation

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

Above average ethnic minorities, lower socio-economic groups and young people attend ECoC events

15m visits to events or attractions in 2008

60% of residents attend at least one ECoC event

Growth in cultural engagement (2006-2008)

- 10% yearly rise in arts audiences (2006-2008)
- 50% rise in visitors to sub-region's largest attractions
- Drop in % of people who claim to have no interest in culture

Over 4,000 registered volunteers, 1,000 active

Liverpool 2008 | Governance and delivery process

Highest amount of sponsorship (£24m) and earned income (£4m)

85% residents agree that city is a **better place** in 2009 than before ECoC

Business stakeholders agree that the ECoC has added value to existing regeneration programmes

International ECoC peers view Liverpool as a reference point for **community** involvement and **research** strategy

New collective **cultural strategy** for city-region

New approaches to joint **cross sectoral** thinking have emerged

Methods



- Recognising the **diversity** of areas of Impact:
 - holistic model
 - inter-related themes
- Exploring **processes** as well as outcomes:
 - contextualising impact data with surrounding narratives
- **Longitudinal** approach
 - five years onwards
- Enhanced **evidence** base for the multiple impacts of culture upon regeneration,
 - assisting local & regional planning
 - informing the UK national debate
- Provision of intelligence to guide **decision-making**
 - event teams; marketing team
 - tourism & culture agencies
- **Transferable** research framework
 - beyond Liverpool and 2008

- Benchmark indicators
- Secondary data analysis
- Contextual data collection and analysis
- Continuous knowledge exchange with key partners

Impacts 08 | Main projects

Over 25 new primary data projects covering the following topics

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

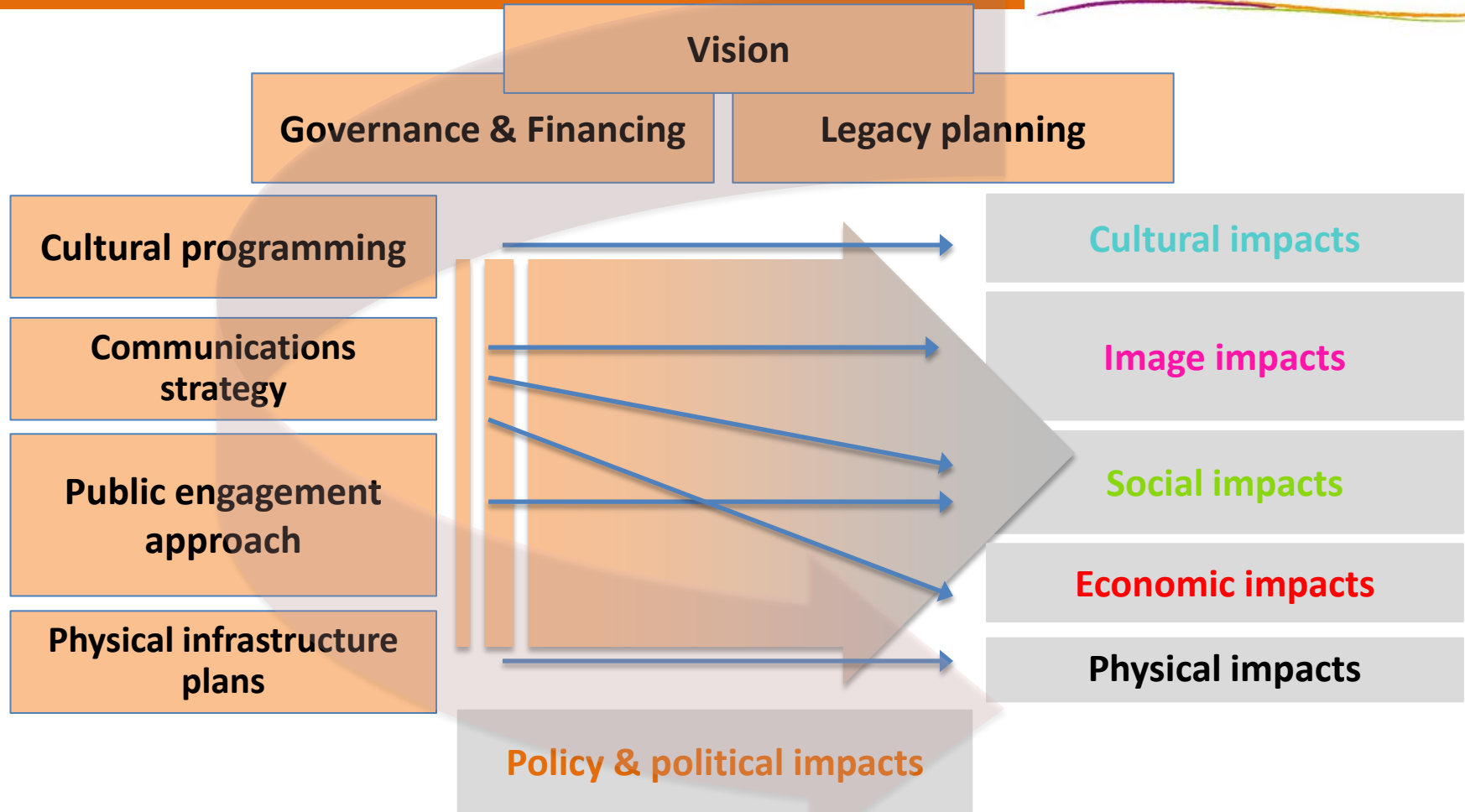
Knowledge Transfer







Extending the model | Europe



Challenges & benefits



- Longitudinal approach (beyond 5 years)
 - Requires stakeholder commitment over a long period of time
 - Requires sustaining a single framework (beyond set funding cycles)
- Multiple impact approach
 - Requires simultaneous funding for diverse methods
 - Must accept time delays to triangulate data (beyond quick statistics)
- Collaborative approach
 - Needs to overcome conflicting agendas (policy, academic, practitioner)
 - Requires varied channels & styles of communication

Wealth and credibility of data makes such commitment worthwhile and is best value for money:

- It helps (informs) **decision making**
- It helps justify funding decisions
- It strengthens **accountability**
- It allows full understanding of issues that need changing
- It facilitates peer comparison and **mutual learning**
- It enables further **knowledge transfer** & exchange

- It allows you to **understand what you do** & what you achieve
- It provides unquestionable basis to **prove your added-value**

Key lessons



- To understand why you are relevant (your value!) you must **capture your impact**
- Impact takes many forms. Explore **economic** but also **social** and **cultural** dimensions
- Don't just look at impact: **understand process**
- Document impact **over time**: some effects take years to show
- **Collaborate**, share, compare
- **Transfer and exchange knowledge** so that everyone wins

capture your impact

cultural

economic

social

**understand process
over time**

- **Collaborate**
- **Transfer and exchange knowledge**

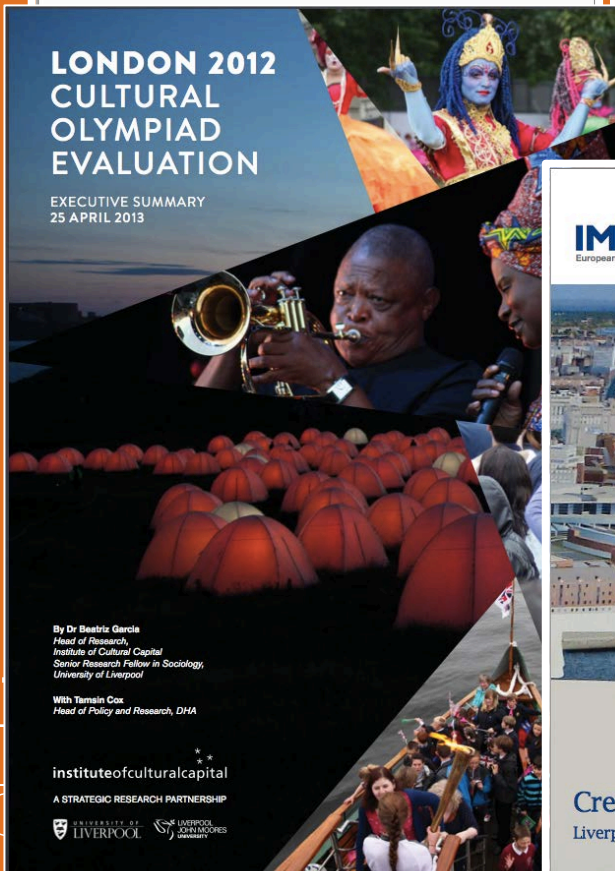
Thank You

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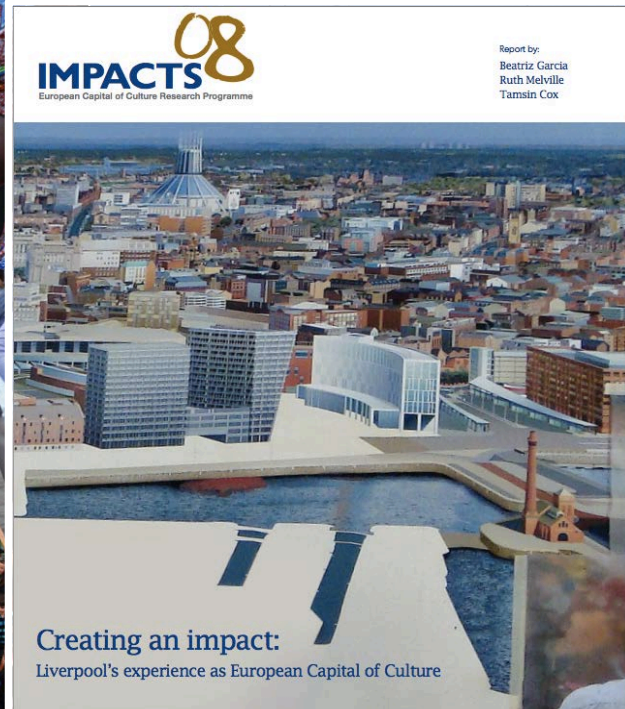
An international framework of good practice in research and delivery of the European Capital of Culture programme



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IMPACTS 08
European Capital of Culture Research Programme

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Ruth Melville
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Creating an impact:
Liverpool's experience as European Capital of Culture