

Scottish Cultural Evidence Network (SCENE) seminar  
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## Evaluating the impact of Major cultural events

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Member, World Design Capital Selection Committee  
Advisor, UK Capital of Culture programme



Researching major cultural events (1990-2013)

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**Glasgow 1990, European Capital of Culture** <sup>\*\*</sup>  
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**From City of Culture to City of Europe**

**Research aims and objectives** <sup>\*\*</sup>  
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- Interrogate the long-term legacies of investment in culture in a city – Glasgow in the lead up and post 1990
  - study the rationale of investment in cultural programming (1986 to 2000)
  - identify the key socio-cultural legacies of this investment
  - **analyse the most celebrated legacy: city image transformation**
- Establish the social and political conditions for this investment and identified legacies
  - identify and analyse the agenda of key actors (government, public agencies)
  - understand the nature and effect of core partnerships
  - study the potential effect of socio-political change in sustaining the legacy of this investment

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## Areas of study

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Objectives	Areas to look at	Data collection
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### *Legacy of investment in cultural events*

<b>Rationale of investment</b>	Reasons to bid, provisions	Doc review & interviews
<b>Key socio-cult legacies</b>	Physical and intangible	Interviews
<b>City image change</b>	Evolution of perceptions 86-2000	Press content analysis

### *Socio-political context*

<b>Agendas of key actors</b>	GDC, SRC, GDA, GGTV...	Doc review & interviews
<b>Nature of partnerships</b>	Public and private	Doc review & interviews
<b>Effect of political change</b>	Local reorganisation, Tory to Labour, Scottish devolution	Doc review & interviews

CENTRE FOR CULTURAL POLICY RESEARCH

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## Cultureshock, Manchester 2002 Commonwealth



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## Cultureshock |

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- Research aims
  - suitability of programme's rationale (agendas, vision, design)
  - effectiveness of programme's management and promotional structures
  - Promoting and achieving social inclusion
  - Defining and portraying cultural diversity
  - presenting a arts alongside an international sporting event
  - changing youth perceptions of the Commonwealth
  - value and sustainability of the programme's international partnerships
- Methods
  - literature and documentation reviews, stakeholder interviews, expert workshop, media content analysis, focus groups with young participants.



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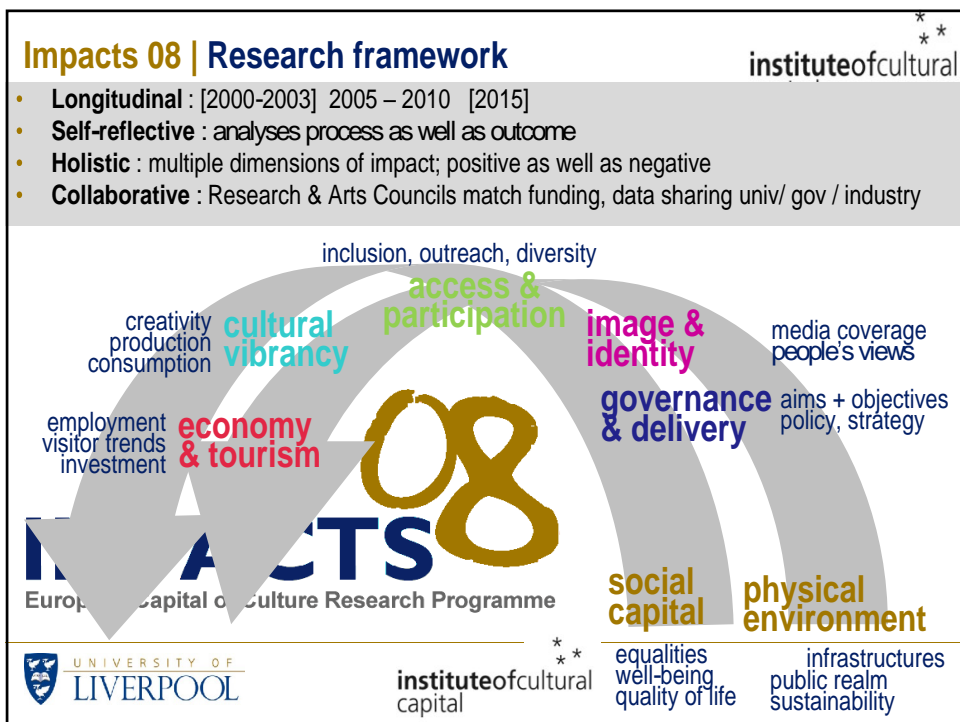
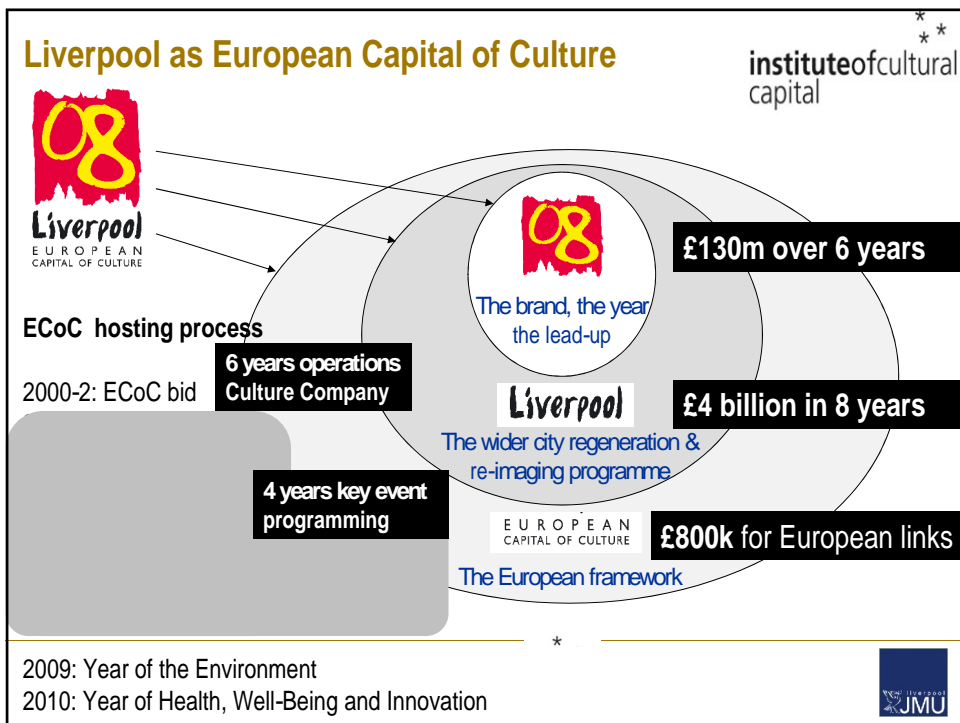


## Liverpool as European Capital of Culture



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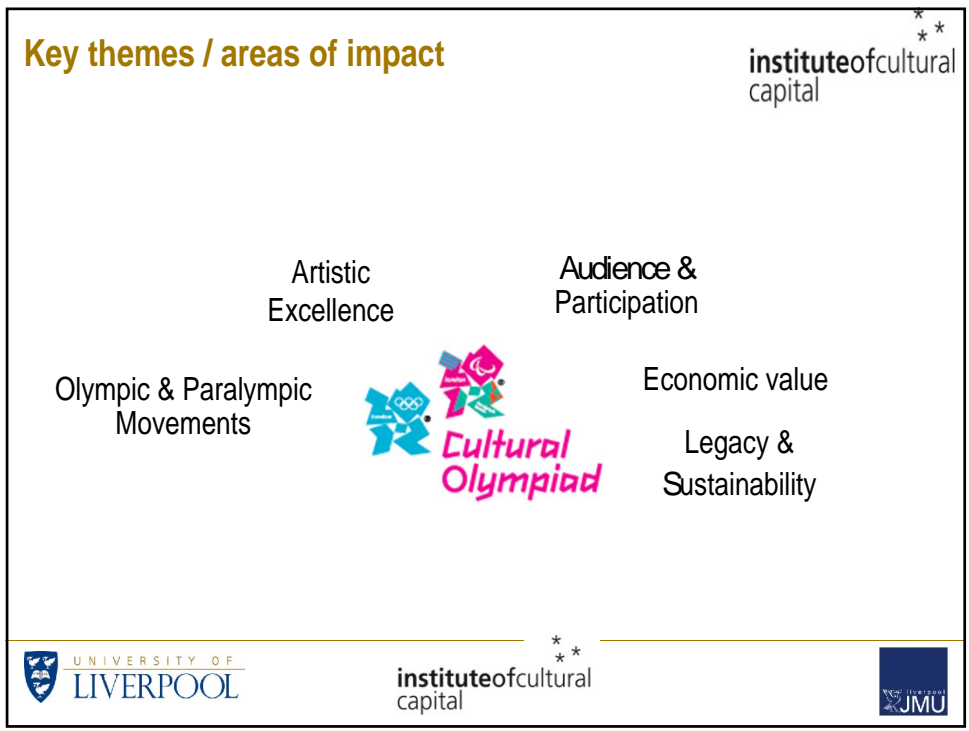
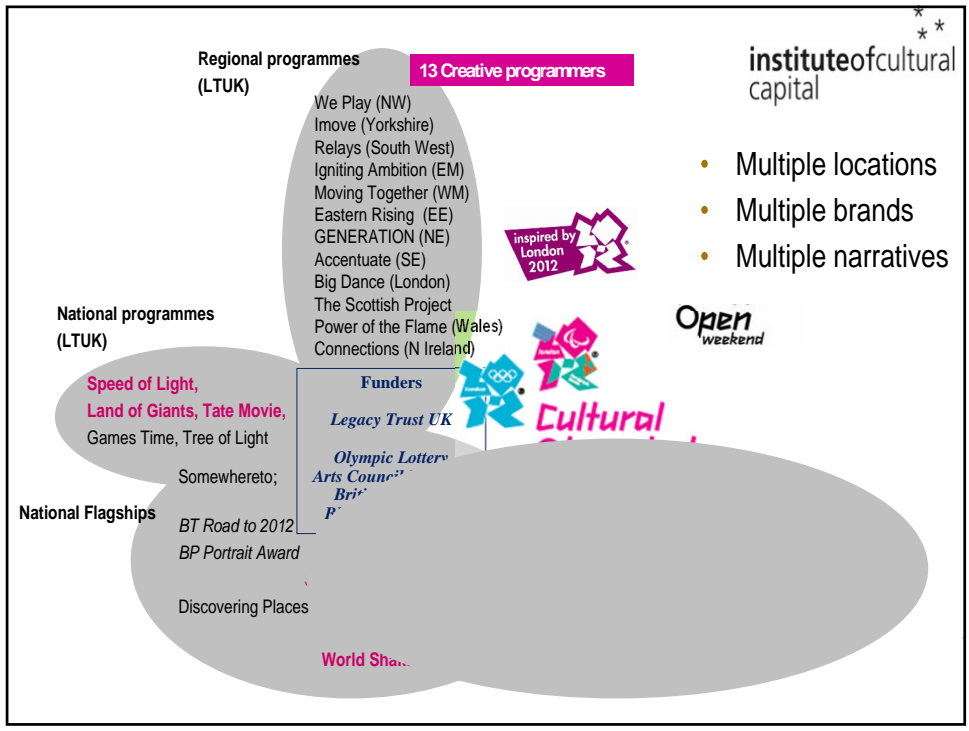
## Impacts 08 | Main projects

- Over 25 new primary data projects covering the following topics

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

## London 2012 Cultural Olympiad





## Report themes / sections

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## Main research methods / data sources

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- Primary research
  - **Project Survey** of 648 projects from across the Cultural Olympiad
  - **UK Press Content Analysis** of clippings mentioning the Cultural Olympiad and London 2012 Festival from the bid stage to the end of the Games (2003-2012)
  - **47 Stakeholder interviews**
  - **23 Case Studies** on key programming areas: Deaf and disabled artists, young people, training and skill development, tourism development.
  - Analysis of trends and emerging impacts in the usage of **social media** platforms
- Secondary data
  - **London 2012 Festival Audiences survey** of 1,868 people across eight projects
  - **State of the Nation** polling survey (July 2011 and September 2012)
  - Organising committee data on: Venues, Audiences, Events, International Press
  - National datasets: Taking Part (DCMS), International Passenger Survey (ONS), Great Britain Tourism Survey (VisitEngland)
  - A selection of evaluations on specific Cultural Olympiad projects or programmes



## Ways forward | Lessons for impact research



### Points for discussion

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- Culture can be a key **catalyst** for local development and regeneration
- 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*)

**IMPACTS 08 - European Capital of Culture Research Programme** SEARCH

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**IMPACTS 08**  
European Capital of Culture Research Programme

**Latest news:**  
*Creating an impact: Liverpool's experience as European Capital of Culture, our final report, is now published and available to download.* [More news>>](#)

Thank you

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**Heritage, Pride and Place. Exploring the contribution of World Heritage Site (WHS) status to a city's future development**

The ICC is working with a range of partners including English Heritage, Liverpool Vision and Liverpool LEP to explore the existing opportunities and challenges for Liverpool to make the most of its WHS designation. The project, led by Dr Beatriz Garcia, builds on the methodologies applied within the Impacts 08 programme to assess the multiple impact of large-scale cultural interventions. The focus will be on an assessment of impact on city image and reputation as well as local citizens' sense of place. This work will also provide a basis to assess related effects for the city's tourism economy.

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# Liverpool 08 | main areas of impact





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## Findings | Economy and tourism



## Findings | Cultural access and participation

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

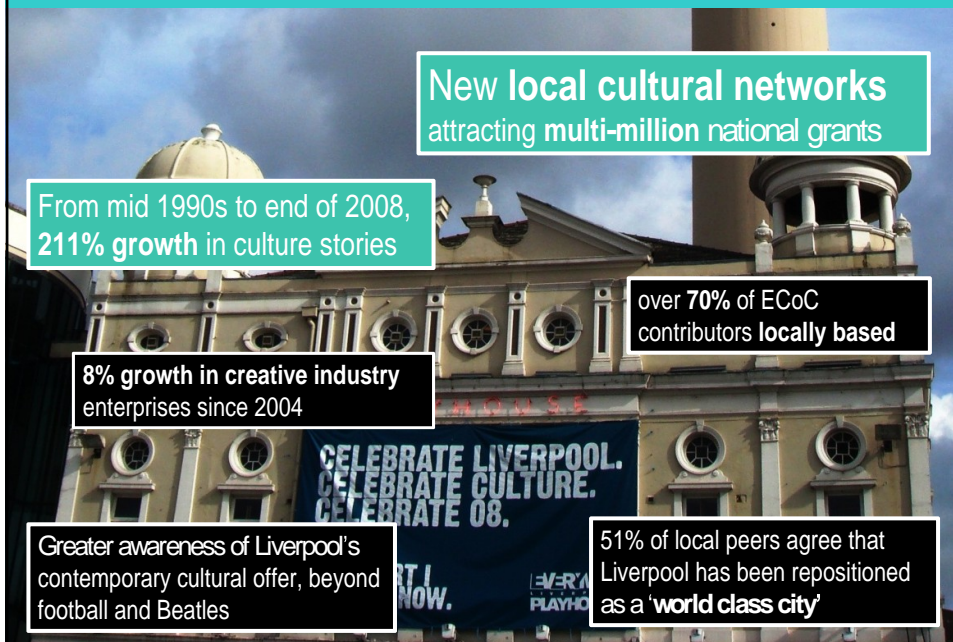
Above average **ethnic minorities**, lower **socio-eco groups** and **young people** attend ECoC events

**60%** of residents attend at least one ECoC event

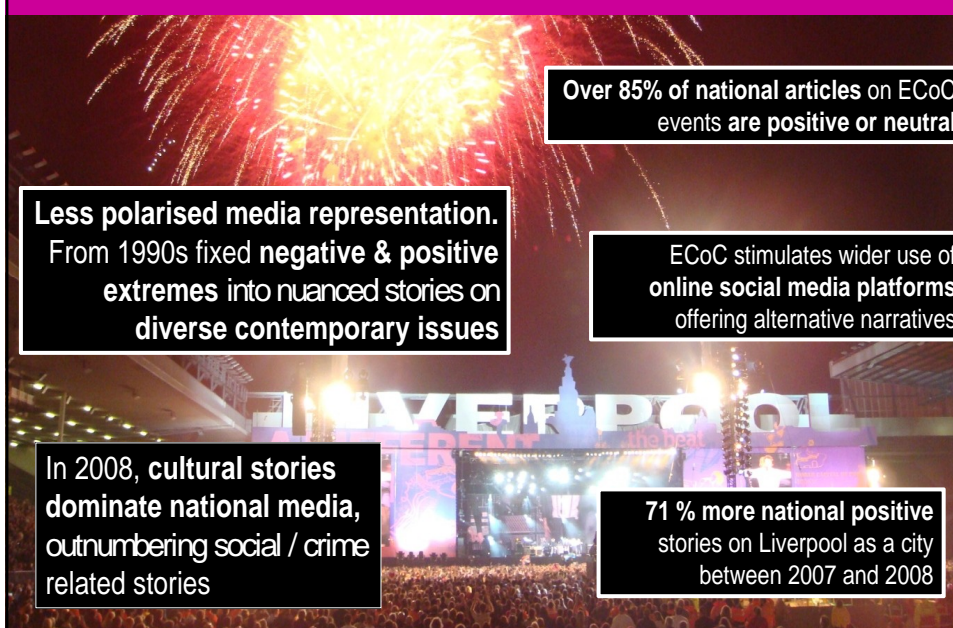
**15m** visits to events or attractions in **2008**

Over 4,000 registered **volunteers**, **1,000** active

## Findings | Cultural vibrancy and sustainability



## Findings | Image and perceptions



## Findings | 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**

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

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

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

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

## Summary | Immediate ECoC impacts

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- The Liverpool ECoC presented a **geographically and socially inclusive programme**,
  - It reached a significant variety of audiences, ensuring local engagement across socio-economic groups
  - It achieved very high satisfaction levels, particularly during 2008 itself.
- The city has undergone a remarkable local, national and international **image renaissance**
  - **local** opinion leaders give more credibility to the cultural sector as a source of civic leadership;
  - **national** media present a richer picture of Liverpool as a multi-faceted city with world class assets;
  - **internationally**, Liverpool rediscovered as a tourist destination beyond football and the Beatles, and its approach to ECoC delivery is held as a key reference by other European cities.
- **Levels of confidence have been raised across the city**, particularly in culture and tourism
  - Strong partnerships developed, continuing post 2008
  - These may bring greater opportunities to produce, retain and attract talent, attract external investment and further develop the range and quality of the city's offer.
- **Culture** is more widely accepted as a **driver for economic change and social inclusion**
  - The cultural sector played a larger role in the city's leadership in the lead up to 2008
  - In 2010, there is ongoing commitment to ensure that the sector continues to contribute in areas as diverse as community safety, tourism development, health or city centre management.

## Impacts 08 reports

### Programme overview

- Impacts 08 Baseline Findings 2006-2007 (2007)
- Impacts 08: Methodological framework (2010)

### •[Final Report] Creating an Impact (2010)

### Cultural Access and Participation

- Volunteering for Culture (2010)
- Neighbourhood Watch (2010)
- Impacts of Culture on Quality of Life (2010)

### Cultural Vibrancy and Sustainability

- Liverpool's Creative Industries (2009)
- Liverpool's Arts Sector (2009)

### Image and Perceptions

- Media Impact Assessment (Part I) (2006)
- Re-telling the City: exploring local narratives (2007)
- Liverpool 08 Centre of the Online Universe (2009)
- The Look of the City (2010)
- Media Impact Assessment (Part II) (2010)

### Economy and Tourism

- Doing Business in the ECoC (Part I): (2007)
- Doing Business in the ECoC (Part II): (2008)
- ECoC and Liverpool's Developer Market: (2008)
- Tourism and the Business of Culture (2010)
- Economic Impact of Visits Influenced by the ECoC

### Economy & tourism background papers

- Estimating Economic Benefits of Event Tourism
- Economic Impacts of the Liverpool ECoC (2008)
- Methodology for Measuring the Economic Impact of Visits Influenced by the Liverpool ECoC (2009)

### Governance and Delivery Process

- Who Pays the Piper? (2008)
- Liverpool on the map again (2010)

All reports available at:  
[www.impacts08.net](http://www.impacts08.net)