

The creative impacts of Liverpool 2008

Placing creativity at the heart of the city's ecology

Dr Beatriz Garcia
Director

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

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 offers 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.

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)

**Beyond short-term
evaluation**

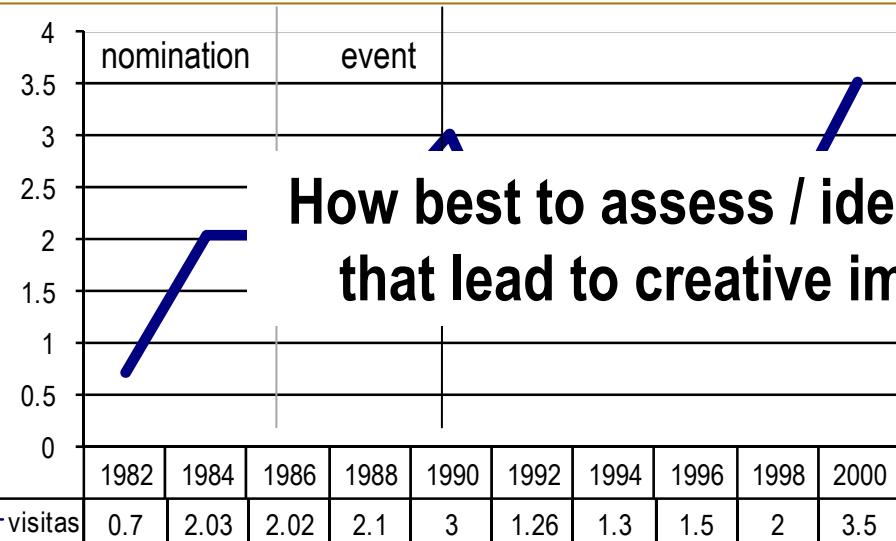
Liverpool 2008: **first city** to commission a longitudinal research programme

- 2005-2010: Economic, physical, social and cultural impacts
(University of Liverpool and Liverpool John Moores University)

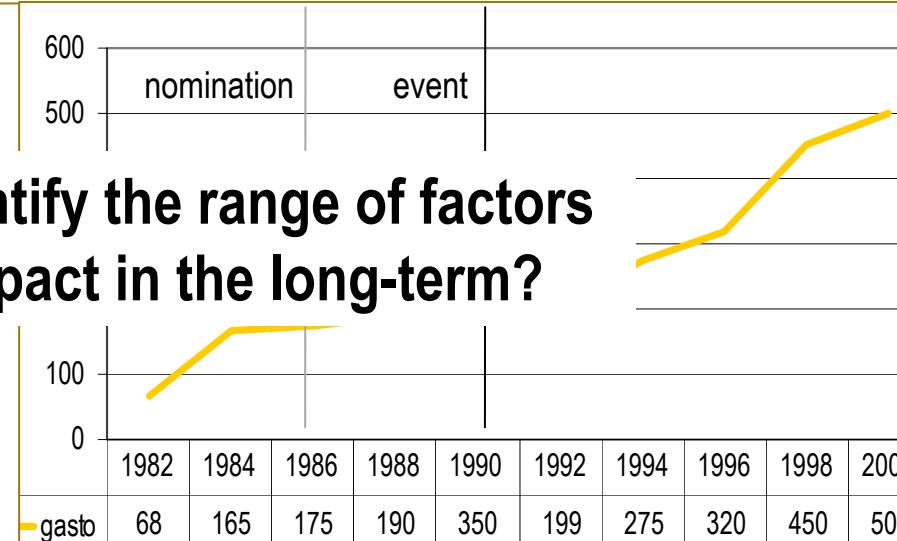
1989-1991: Immediate economic impact (Policy Studies Institute)

- Myerscough proved that the ECoC 1990 had an immediate economic impact on the city
- However, tourism trends and short term economic impact factors alone fail to explain legacy

1982-2000 Tourist Volume (millions of visits)



Tourist expenditure (millions of pounds)



How best to assess / identify the range of factors that lead to creative impact in the long-term?

- By 2000, Glasgow had a stronger tourism base than in 1990 – this is due to cultural as well as economic factors. To understand them, it is necessary to undertake multidimensional research

2002-2005: Long term cultural legacy (Garcia, University of Glasgow)

- Retrospective longitudinal study – evidence factors leading to sustained image change

The multiple dimensions of 'impact' in Liverpool 2008



Economic?
Physical?
Social?
Cultural?

Capturing the impact(s) of a cultural mega-event

Research Framework

Holistic : multiple dimensions of impact; positive as well as negative

Self-reflective: analyses process as well as outcome

Collaborative: academic team, local authority funding, knowledge exchange network

Longitudinal : 2005 – 2010 – [2015]



Impacts 08 | Selected Findings

Cultural vibrancy

Number of arts and cultural facilities; new

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

From mid 1990s to 2009, 400% growth in culture stories

ECoC development of the Creative Cultural Sector

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

New local cultural networks

attracting multi-million national

7,000 people employed within the Creative Industries

Lessons taken up in Creative industry in Arts sector
Total grants given by EC

over 70% of 08 event contributors are locally based (47% are professional artists)

ECoC development of the Creative Cultural Sector

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

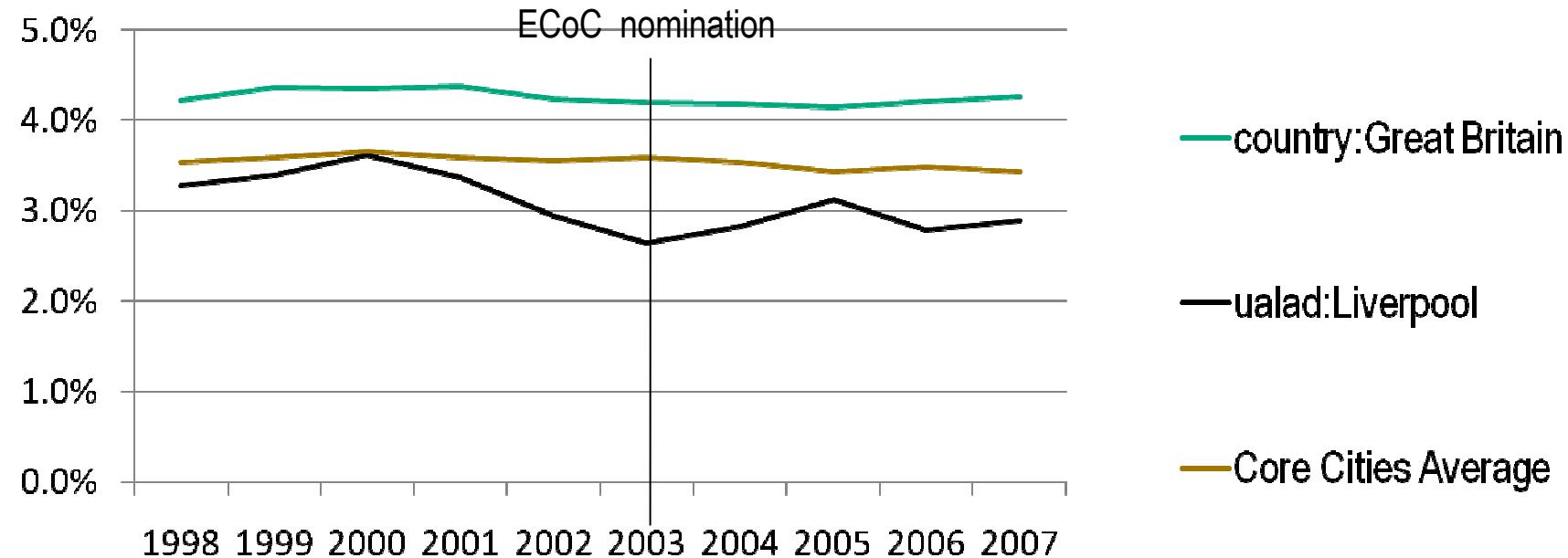
New approaches to joint- cross sectoral thinking have emerged

69% of Liverpool people interested in museums

Local interest in cultural activities has risen since 2005

New cultural strategy for city-region

Findings | % of population employed within CIs



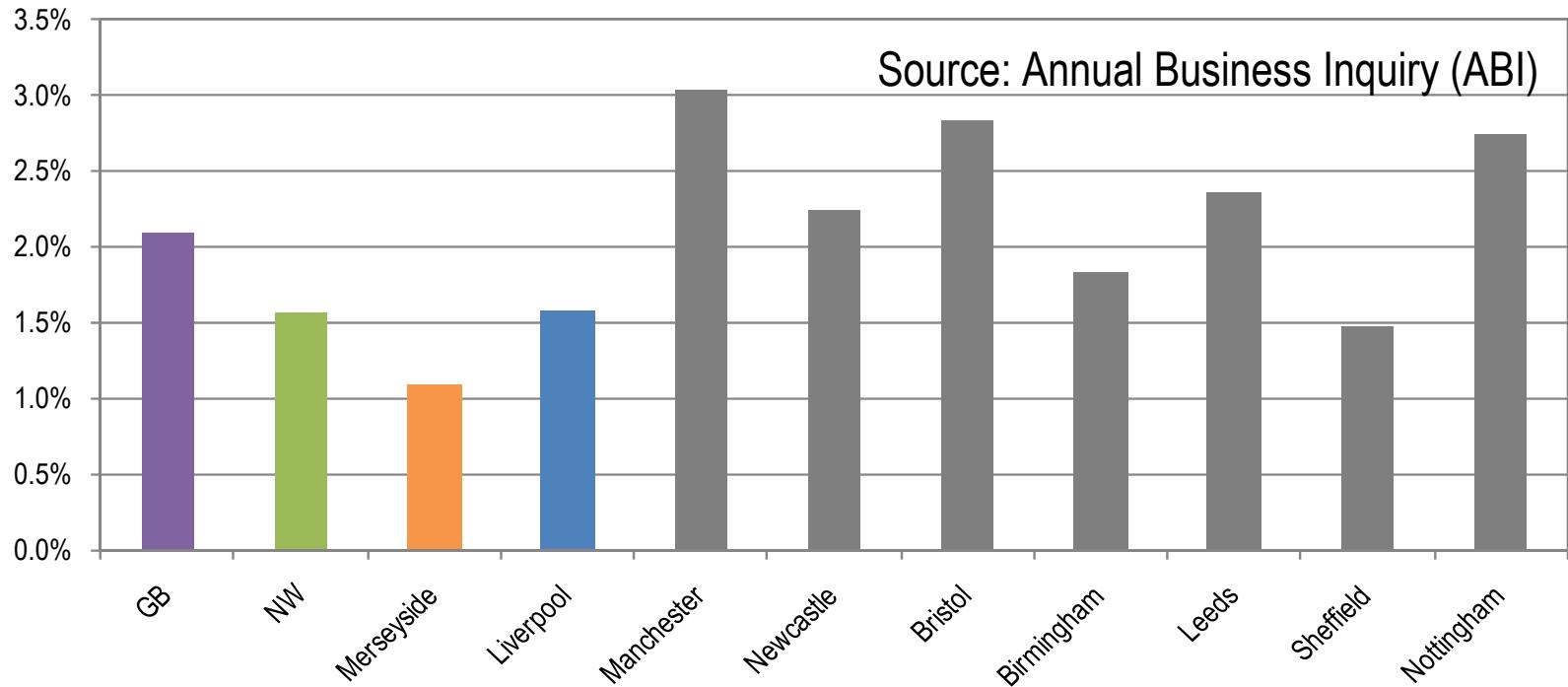
Creative Industries employ around three to four percent of the workforce in Liverpool and this figure has generally remained the same over the ten years up to 2007.

Since ECoC nomination in 2003, Liverpool has seen greater CI growth than other cities

Available Annual Business Inquiry (ABI) data suggest that this figure may be falling proportionally in Liverpool and other Core Cities

However, there are issues with this claim due to data discontinuities.

Findings | % of population employed within CIs in 2006

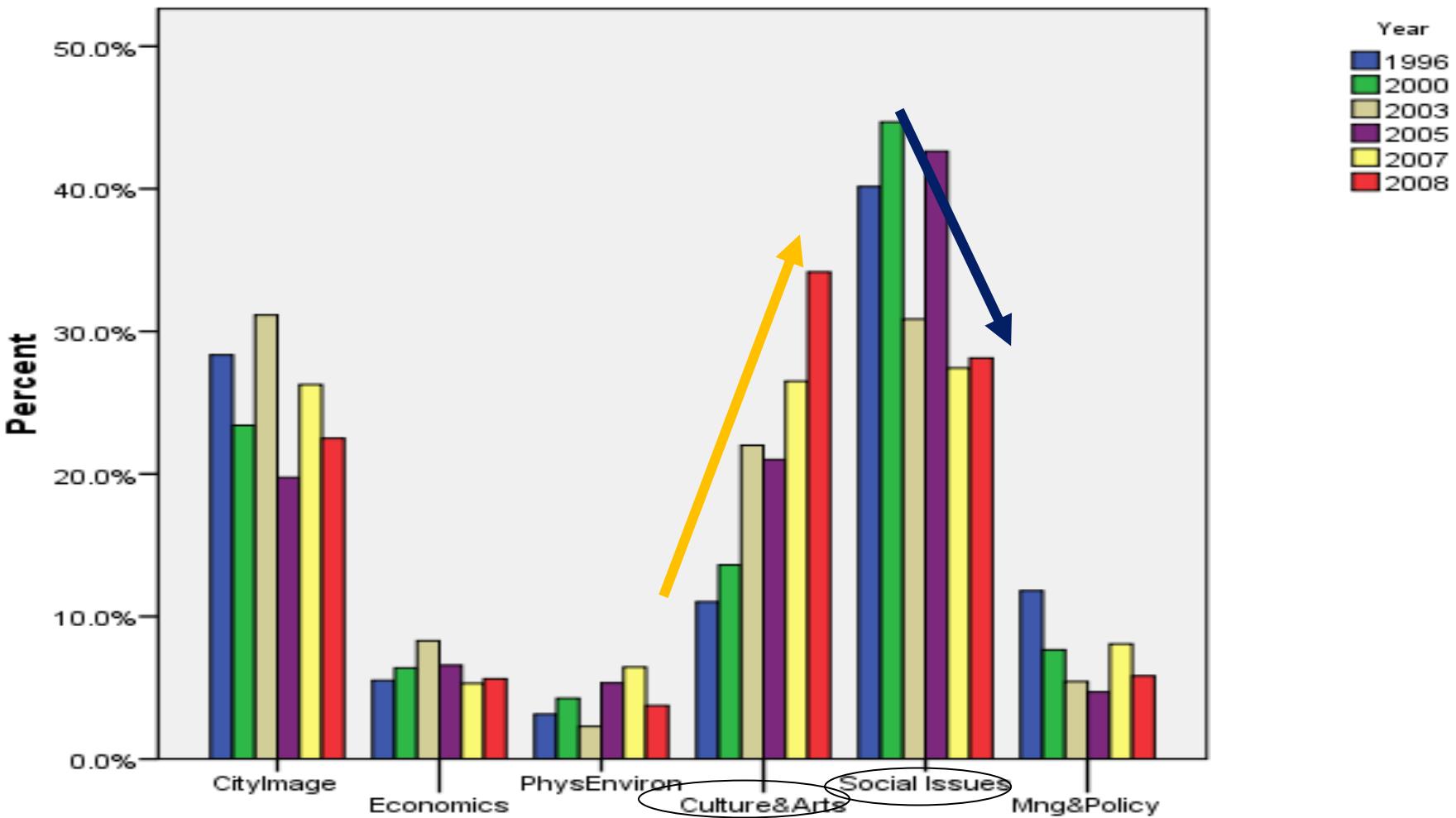


According to the established ABI data, in 2006, Liverpool's Creative Industries employment volume, despite relative growth from 2003, still remains low compared to other UK core cities

In order to improve the evidence base and understanding of the sector, Impacts 08 is engaging in a full review of best practice in CI measurement, involving a re-appraisal of classification systems and data sources

- Greater **confidence** within sector in its ability to drive economic growth.
- Perceived **drivers**:
 - building on the **image** of Liverpool as the core brand for the sub-region;
 - developing stronger links between higher education and creative industries.
- Perceived **challenges**:
 - lack of **leadership** in the sector
 - potential drainage of local creative talent towards Manchester and London.
- Most positive impacts
 - Profile and credibility for city and cultural sector
 - Increased client base; Increased local morale
- But low perceived direct impacts (for cultural businesses)
 - No sufficient local opportunities (particularly, for small providers)
 - Focus on events over arts infrastructure improvement

- Perceived quality of the city's creative offer



Cultural participation

Number of participants and events generated by ECOC activity

- Total Number of events
- Attendance at ECOC events
- Events funded by ECOC organisations (grants)
- Number of Participants in the above events
- Artists' days of work from ECOC grants

15m visits to events or attractions in 2008

Breadth of cultural participation

- Proportionate involvement of ECOC ethnically diverse groups as artists
- Proportionate involvement of city groups as artists
- % of audience from within the city
- % of audience from outside the country

60% of local people claim attendance at museums (42% nationally)

Above average BME, lower socio-eco groups and young people attend 08 events

Number of volunteers

- Number of registered Volunteers
- Number of days of volunteering given
- Number of Ambassadors

13% of volunteers are of BME background

Over 4,000 registered volunteers, 1,000 active

Impacts 08 findings | Cultural participation

Perceived drivers

Local champions
Community work as introduction to city centre venues/events
Family friendliness
Ops 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

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 transfer
- Diversifying funding for research : from commissioners as well as research councils

The involvement of universities, strengthens the legacy of the European Capital of Culture Network (2009-10) ECoC

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*)

IMPACTS 08- European Capital of Culture Research Programme

You are here: [University Home](#) > Impacts 08

Impacts 08

About
News
Findings
Reports & Seminars
Team
AHRC/ESRC Impact Fellowship
AHRC/ACE Impact Workshops
Links
Calendar
Advice for Students
Contact Us

University links

Click here for a summary of the Impacts 08 programme.

Web links

Impacts 08 blog
Liverpool 08
Liverpool City Council
Northwest Culture Observatory
LARC
AHRC
ESRC
ACE

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.

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.

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 *Measuring Cultural Engagement* being held at Liverpool's Forecast 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 Impacts of Large Scale Cultural Events](#) is now available in the [Background documents](#) section of the Reports and Papers page.

Thank you

Dr Beatriz Garcia
ogarcia@liv.ac.uk

www.impacts08.net

www.beatrizgarcia.net

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)

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 2008 | Key stakeholders

Main promoters | producers of 'brand'



Liverpool 2008 | Key stakeholders

Producers of 'content' | activity

'City Attractions'

Health partners

Sport

Environment

Heritage

Community partners

'Creative & cultural Industries'

Funding partners

Cultural partners

Education partners

Visitor infrastructure

08 Place

08 Welcome

Transport partners

Volunteers

International Stakeholders

Merseyside Businesses

Merseyside Boroughs & Regional stakeholders

Merseyside & Regional Orgs

National Agencies

Politicians

Media

Sponsors & suppliers



