Creative Economy and Culture as drivers for City Development

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Models | Culture as a tool for city development

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- Investing in culture to regenerate / revitalise urban economies
  - Reinventing the 'post-industrial city' | reinventing the city at large
  - Using culture as a catalyst: **from service economies to creative economies**

- Key drivers for development/ regeneration:
  - **special events** (Olympics, Expos, World Cup, European Capital of Culture)
  - **iconic infrastructures** (world museums, waterfront developments)
  - **city clustering** (cultural & creative quarters, knowledge quarters)

2

Models | Culture as a tool for city development

- Key aspirations
  - **accelerating inward investment**, attracting leisure and business tourism
  - **changing images**, appealing to the media and opinion formers
  - **enhancing social cohesion**, local pride and **confidence**

- Keywords
  - culture as a **development tool**
  - **creative cities, creative class, creative economy**
  - **longitudinal** research
  - knowledge transfer and **knowledge exchange**

- Challenges:
  - extracting long-term/ sustainable benefits
  - evidence of impact

3

Researching major cultural events (1990-2021)

GLASGOW 1990
CULTURAL CAPITAL OF EUROPE

La Biennale di Venezia
Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico

EXPO 2020 DUBAI UAE

EUROPEAN CAPITAL
30th anniversary
OF CULTURE

08 L'iverpool EUROPEAN CAPITAL OF CULTURE

LIVERPOOL 2018

olympic arts festival

London 2012 Cultural Olympiad

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Evolution of urban cultural policy paradigms

Period	Paradigms	Proponents Places,	Plans and Exemplars
1900s-1910s	City as work of **art**	Burnham, Howard	Models of Paris, Vienna, **city beautiful movement**, Garden City, Universal Exhibitions
1910s-1950s	Cultural **zoning**	Bartholomew, Abercrombie, ACGB (*Plans for an Arts Centre*)	Civic cultural centres, neighbourhood facilities, city functional and post-war masterplans
1960s-1970s	Cultures of **communities**	Jane Jacobs, Jennie Lee ACGB *Housing the Arts*	Community arts facilities, heritage movement, community development, arts & sports planning
1970s	**Flagship** facilities	Moses, Lane (UK) – *Every Town should have One*	Lincoln and JFK centres, Sydney Opera House, Quincy Market Boston, Arts Centres movement

Adapted from : Freestone, R. and Gibson, C. (2006) The Cultural Dimension of Urban Planning Perspective.
In, *Culture, Urbanism and Planning.* Aldershot, Ashgate, 21-41

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Evolution of urban cultural policy paradigms

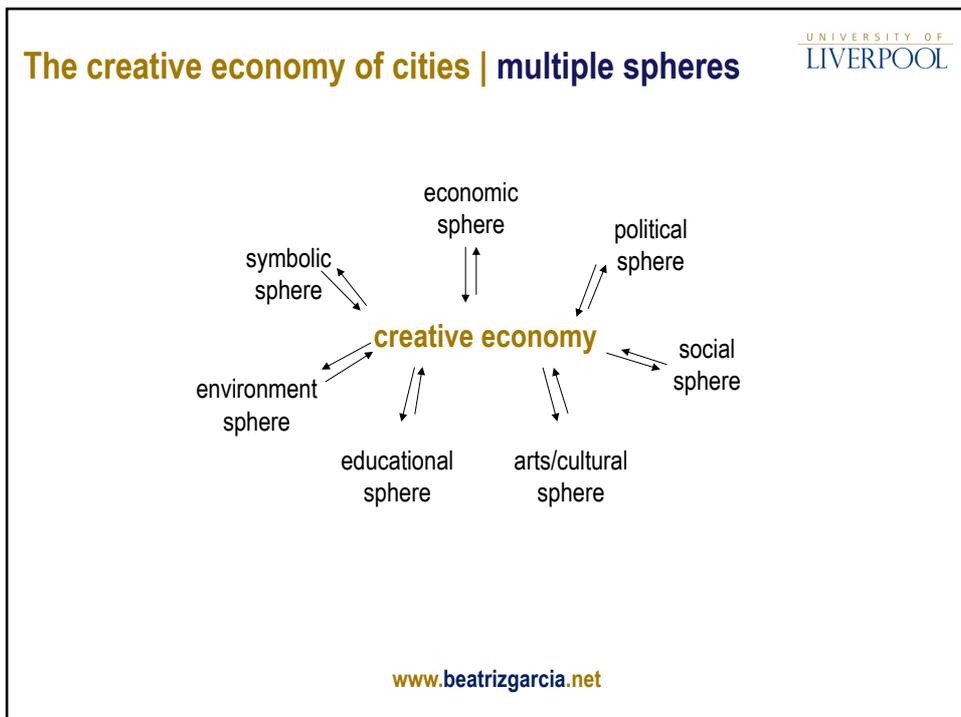| Period	Paradigms	Proponents & Places	Plans and Exemplars
1980s-1990s	Culture in **development & regeneration**	Progressive cities/mayors - Barcelona, Baltimore, Glasgow; *Culture of Cities,* Zukin	Culture and regeneration; cultural industries strategies and quarters (CIQs), festival marketplaces, **European City of Culture**
1990s- 2000	**Creative** City	International think tanks: Landry, Bianchini; R Florida, Allen Scott	**European Capitals of Culture**, **Cultural Olympiads** Cultural Resources Planning, Local Economic development, **Creative Quarters**
2001-2009	**Sustainable** Communities	*Compact city*; High Density; *Design Quality*	**Culture and Quality of Life**, Liveability, Place-Shaping, Living Places
2010 onwards	**Inclusive & Resilient** Cities of Culture	Liverpool, Marseille, Rhur Medellin, Panama *Models of impact,* Garcia	[National] Cities of Culture; Boroughs of Culture **Cultural Mega Events**

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The creative economy of cities | multiple spheres

economic
sphere

political
sphere

symbolic
sphere

creative economy

social
sphere

environment
sphere

educational
sphere

arts/cultural
sphere

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The creative economy of cities | multiple spheres

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economic
sphere

political
sphere

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arts/cultural
sphere
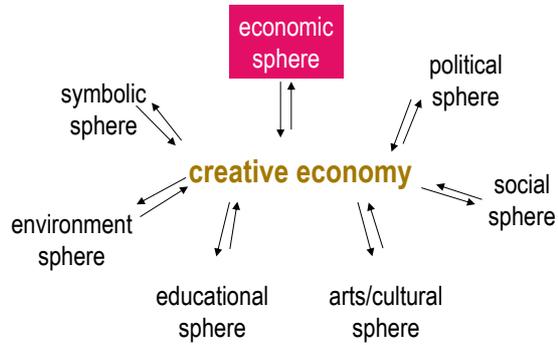
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The creative economy of cities | multiple spheres

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economic
sphere

symbolic
sphere

political
sphere

Creative economy

social
sphere

environment
sphere

educational
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arts/cultural
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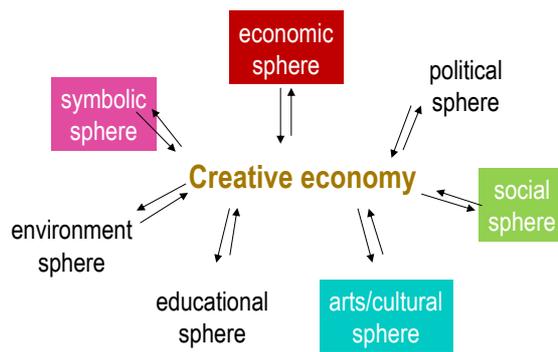
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A sustainable approach to the culture(s) of cities

- Relationship between culture and urban planning
  - need to widen the agenda towards a **holistic** notion of planning
  - "urban planners [20thC] have been influenced by the creativity of engineers and scientists....focus on 'hard infrastructures'....Today [they] need the creativity of artists...working in social contexts...to see the connections between the natural, social, cultural, political and economic environments... and grasp the importance...of **soft** infrastructures" (Bianchini, 1999: 195-6)

- The notion of 'time planning'
  - "many the problems which confront modern cities are not primarily spatial in nature, but are generated by the way we organise and divide up time for different uses and activities... they are **temporal**."
  - "time planning is more sensitive to cultural issues" (Bianchini & Greed, 1999: 202)
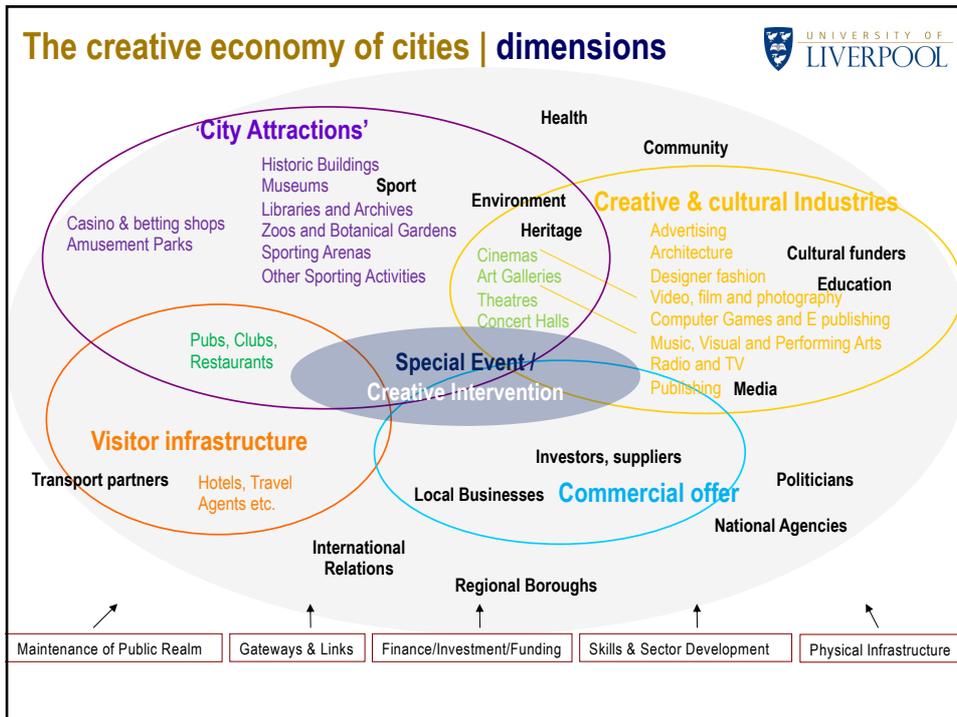
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The creative economy of cities | stakeholders

Health

City Attractions

Community

Sport infrastructure

Environment

'Creative & cultural Industries'

Heritage

Cultural funders

Education

Special Event / Creative Intervention

Media

Visitor infrastructure

Investors, suppliers

Transport partners

Politicians

Local Businesses

Commercial Offer

National Agencies

International Stakeholders

Regional Boroughs

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The creative economy of cities | dimensions

'City Attractions'

Historic Buildings
Museums
Libraries and Archives
Zoos and Botanical Gardens
Sporting Arenas
Other Sporting Activities

Casino & betting shops
Amusement Parks

Sport

Health

Community

Environment

Heritage

Cinemas
Art Galleries
Theatres
Concert Halls

Creative & cultural Industries

Advertising
Architecture
Designer fashion
Video, film and photography
Computer Games and E publishing
Music, Visual and Performing Arts
Radio and TV
Publishing

Cultural funders

Education

Media

Pubs, Clubs, Restaurants

Special Event /
Creative Intervention

Visitor infrastructure

Transport partners

Hotels, Travel Agents etc.

Investors, suppliers

Local Businesses

Commercial offer

Politicians

National Agencies

International Relations

Regional Boroughs

| Maintenance of Public Realm | Gateways & Links | Finance/Investment/Funding | Skills & Sector Development | Physical Infrastructure |

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understanding the multiple impacts
of special events

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EUROPEAN CAPITAL OF CULTURE

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- European Union programme, established in 1985
  – Awarded to over 60 cities in 30 countries between 1985 and 2020

- Started as a recognition of established European cultural capitals,
  but only showed its capacity to make a marked difference by **linking cultural objectives with broader social and economic objectives**.

- From 2000, growing emphasis in the development of **integrated** strategies for city cultural management
  – Bridging cultural & economic sectors
    – Glasgow 1990, Liverpool 2008, Essen for the Ruhr 2010
  – Bridging city & region
    – Lille 2004, Luxembourg GR 2007, Ruhr 2010, Marseille-Provence 2013
  – Bridging event and physical / infrastructural developments
    – Genoa 2004, Pécs 2010, Tallinn 2011
  – Bridging cultural and social advancements (eg. volunteering)
    – Bruges 2002, Lille 2004, Liverpool 2008, Istanbul 2010, Marseille-Provence

European Parliament | ECoC review (1985-2019)

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Study objectives

- To examine and interrogate the wealth of published material produced about respective ECoC hosts cities, in order to:
  - identify the most common strategies for success;
  - collate and review evidence of impacts and long-term effects from a cultural, economic, social and policy point of view;
  - understand the main recurrent challenges.

Study chapters

- History and development
- Bidding approaches
- Delivery approaches and success strategies
- Short- and long-term effects
- Challenges and areas of opportunity
- Conclusions and recommendations

DIRECTORATE-GENERAL FOR INTERNAL POLICIES
POLICY DEPARTMENT **B**
STRUCTURAL AND COHESION POLICIES

Agriculture and Rural Development
Culture and Education
Fisheries
Regional Development
Transport and Tourism

EUROPEAN CAPITALS OF CULTURE: SUCCESS STRATEGIES AND LONG-TERM EFFECTS

STUDY

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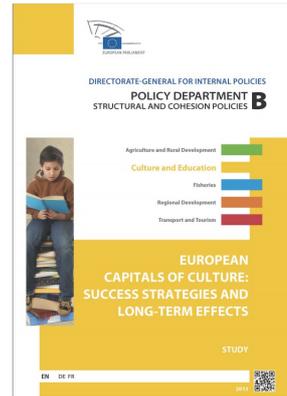
Study : Garcia, B. (2013) *European Capitals of Culture. Success Strategies & Long Term Effects.* European Parliament

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EUROPEAN CAPITAL OF CULTURE

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1985-1996 12 hosts All Member States	Athens 1985, Florence 1986, Amsterdam 1987, Berlin 1988, Paris 1989, Glasgow 1990	Dublin 1991, Madrid 1992, Antwerp 1993, Lisbon 1994, Luxembourg 1995, Copenhagen 1996
1997-2004 19 hosts *2 non-EU* 2 accession	Thessaloniki 1997, Stockholm 1998, Weimar 1999, Avignon, *Bergen*, Bologna, Brussels, Kraków, Helsinki, Prague, *Reykjavík*, Santiago de Compostela 2000	Rotterdam & Porto 2001, Bruges & Salamanca 2002, Graz 2003, Genoa & Lille 2004
2005-2019 29 hosts *2 non-EU* 10 new members	Cork 2005; Patras 2006, Luxembourg GR & Sibiu 2007, Liverpool & *Stavanger* 2008, Linz & Vilnius 2009, Essen-Ruhr, Pécs & *Istanbul* 2010, Tallinn & Turku 2011, Guimarães & Maribor 2012	Marseille-Provence & Košice 2013, Riga & Umeå 2014, Mons & Plzeň 2015, San Sebastián & Wrocław 2016, Aarhus & Paphos 2017, Valletta & Leeuwarden 2018, Plovdiv & Matera 2019

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ECoC | History and development

ECoC host population size (in million inhabitants)
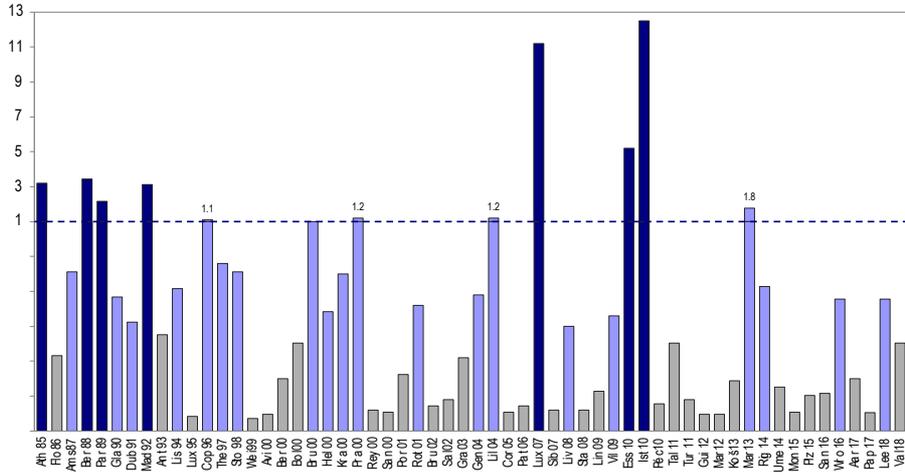
Sources: Palmer/Rae Associates (2004a); Palmer and Richards (2007); Luxembourg GR 2007 (2008); online city census data

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Success Strategies

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ECoC Delivery strategies

Greater professionalisation of the hosting process over time leads to common strategies for success:

- Developing a **vision to transform the city** by using the ECoC as a catalyst for economic, cultural, social & image change.

- Facilitating **cross-sector agendas** targeted at positioning the host city and/or surrounding region.

- Creating a balanced range of **themed activity** to assist in the distribution of resources & marketing coordination.

- Growing **grassroots** activities & targeting engagement with **diverse** audiences; strategic **social** programmes.

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Bidding + Delivery approaches & success strategies
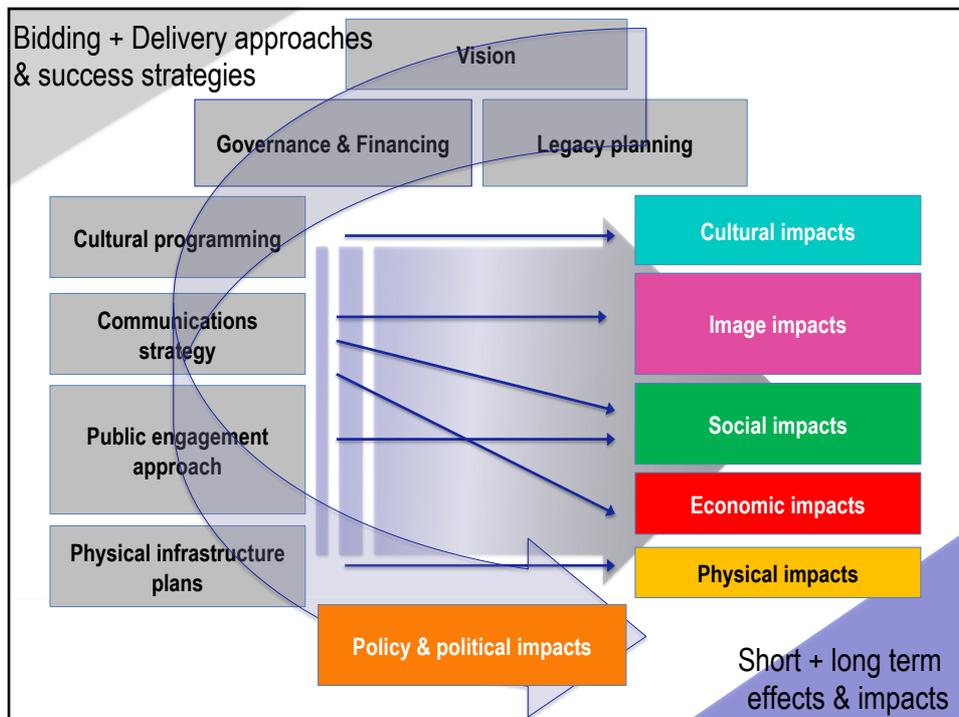
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The (multiple) impacts of event-led regeneration

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- *Economic* **impacts**
  - inward investment, job creation, tourism growth
  - Methods: cost benefit analysis, contingent valuation, multipliers

Focus of research agenda in Europe 30 years

- *Physical impacts*
  - infrastructure development, uses of public space, green agenda
  - Methods: design quality indicators, land values and occupancy

- *Social impacts*
  - confidence, aspirations, inclusion, access, engagement
  - Methods: levels of participation, networks, crime rates, health

Essential to balance methods | economic & cultural sphere

- *Cultural* **and Image impacts**
  - codes of conduct, image, identity, cultural governance
  - Methods: cultural mapping, media content analysis, perception surveys

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Approaches to Impact Assessment
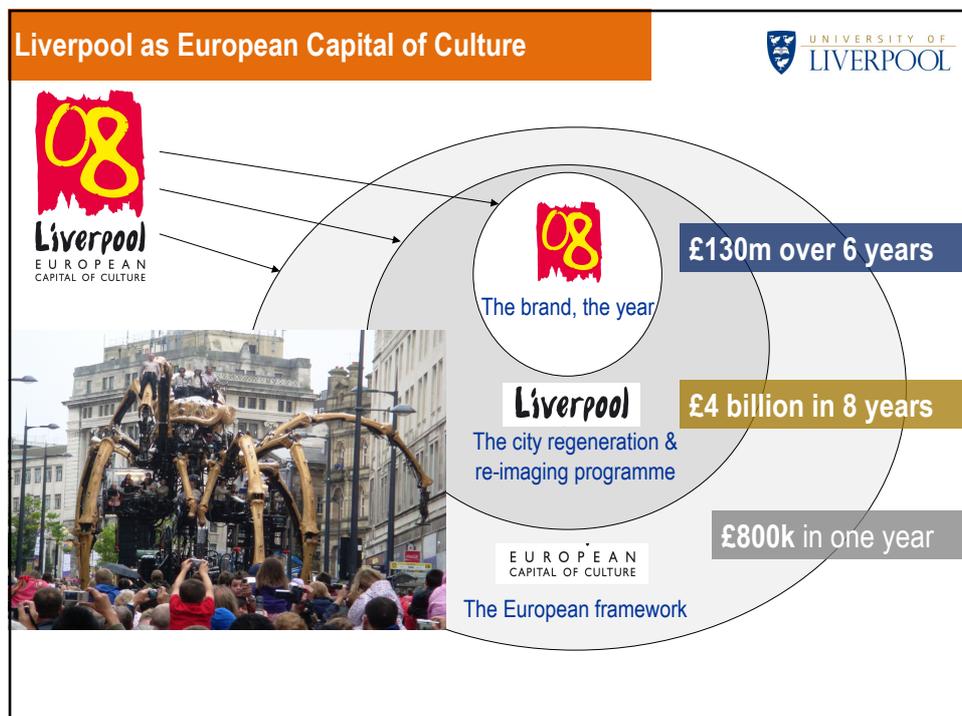

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Liverpool as international icon

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Liverpool as European Capital of Culture

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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

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Liverpool as European Capital of Culture

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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

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Liverpool as European Capital of Culture

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Impact clusters

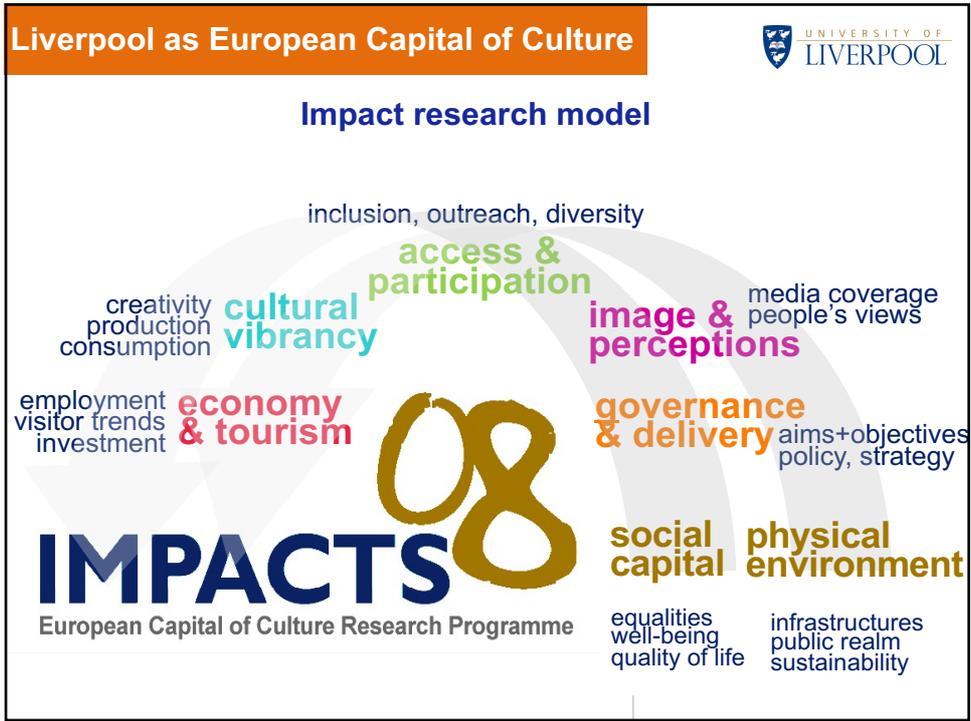**economy** | **cultural vibrancy** | **participation** **image**

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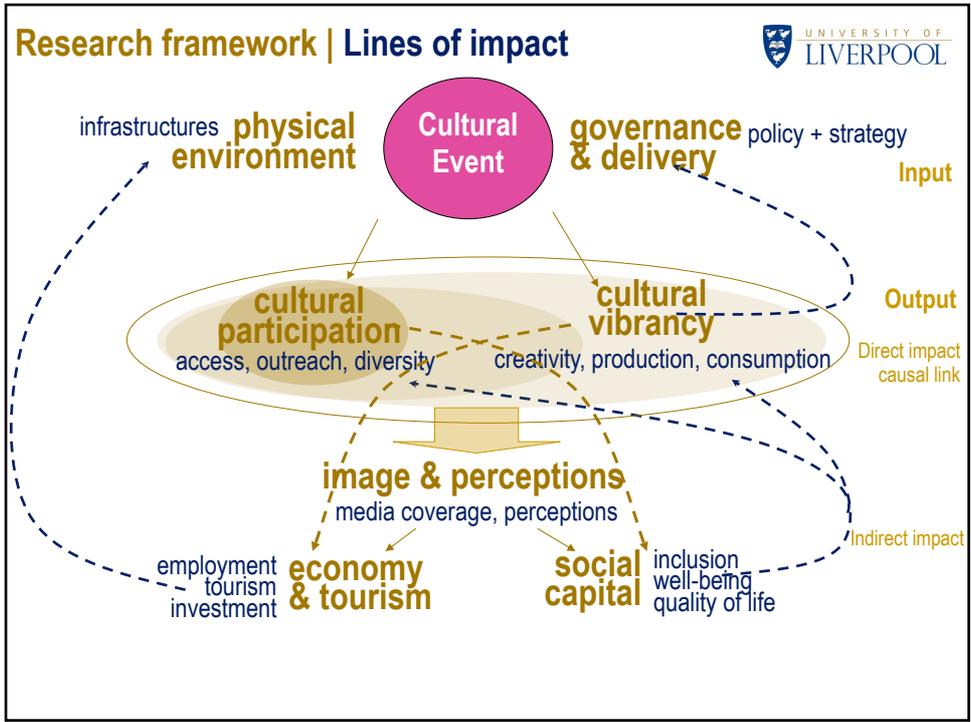
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Liverpool as European Capital of Culture

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Impact clusters

economy | **cultural vibrancy** | **participation** **image**

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Liverpool as European Capital of Culture

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Impact clusters

access & participation

cultural vibrancy

image & perceptions

economy & tourism

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Research framework | Key projects

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public realm **physical environment**

manage ment stakeholder interviews

Input

Output

Direct impact causal link

cultural participation
volunteering, local area studies

cultural vibrancy
mapping the city, creative futures

image & identity
media analysis, sense of place

SME business base
physical investment **economic growth**

social capital quality of life

Indirect impact
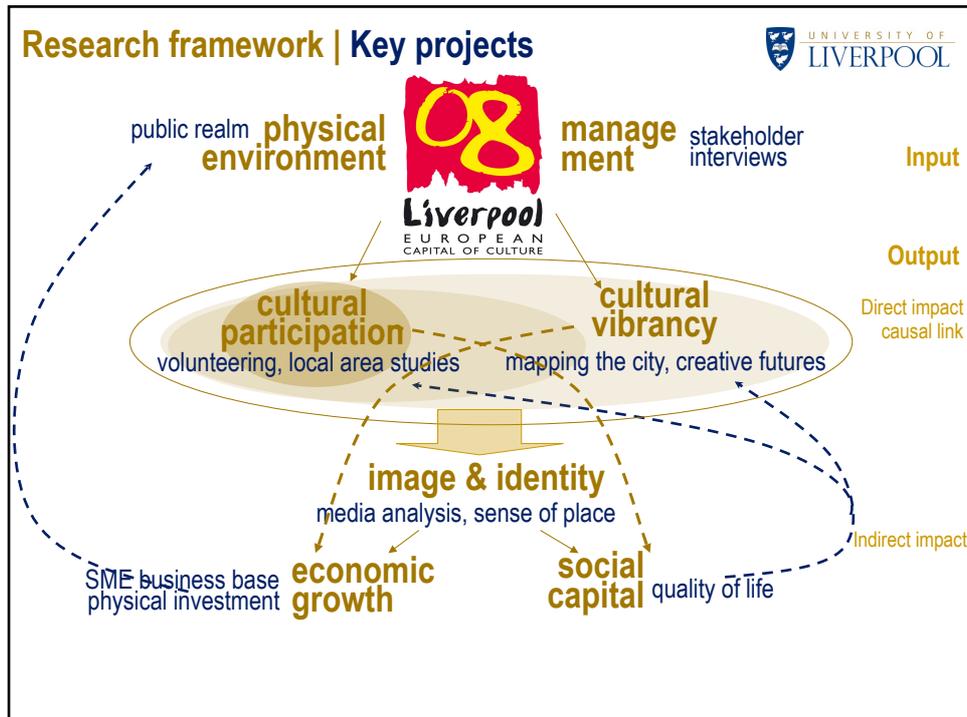
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The impact of special events | Methodologies

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- Benchmark indicators
  – Identification of clusters of key performance indicators for each 'theme'
  – Across all dimensions of impact, before during and after the event

- Secondary data analysis
  – Identifying, gathering and analysing relevant datasets, including:
  – In-house and external evaluations of specific elements of the event being researched
  – General local, regional and national data (tourism, economic, cultural development etc)

- Contextual data collection and analysis
  – Filling relevant data 'gaps' and explaining indicator and wider dataset mapping
  – Dedicated research projects

Impacts 08 projects

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Impacts 08 projects

- Over 35 new 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	
	World Class programme/event			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	
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

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Economic impacts

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Economic impacts

Immediate impacts

- The ECoC can have a considerable effect on immediate to medium-term tourism trends, which, in turn, can have a significant impact on the city's economy.

Long-term effects

- Cities undergoing considerable repositioning during or post ECoC can sustain growth in tourism visits and expenditure in the long term.

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Total tourist arrivals per year as % of ECoC arrivals
cities showing increase pre-ECoC & decrease post-ECoC

Legend: Sto 98, Wei 99, Bru 00, Hel 00, Gra 03, Gen 04, Lux 07, Sib 07, Lin 09
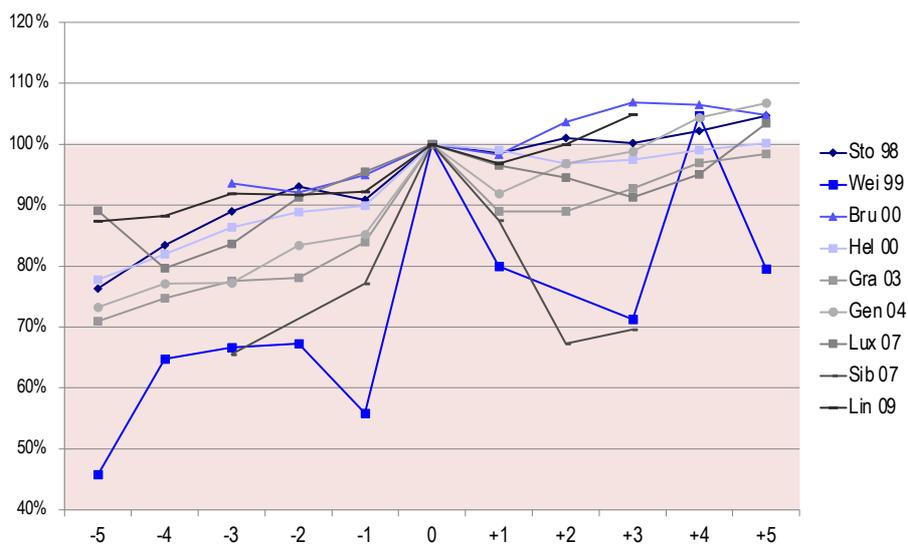
Sources: Richards and Rotariu (2011); TourMIS database; Universidade do Minho (2013); Zentrum für Kulturforschung and IGC Culturplan (2011)

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Total arrivals per year as % of ECoC arrivals
cities showing increase in years both sides of hosting

Legend: Lis 94, Bol 00, Rey 00, Tal 11

Sources: Richards and Rotariu (2011); TourMIS website; Universidade do Minho (2013); Zentrum *für* Kulturforschung and ICG Culturplan (2011).
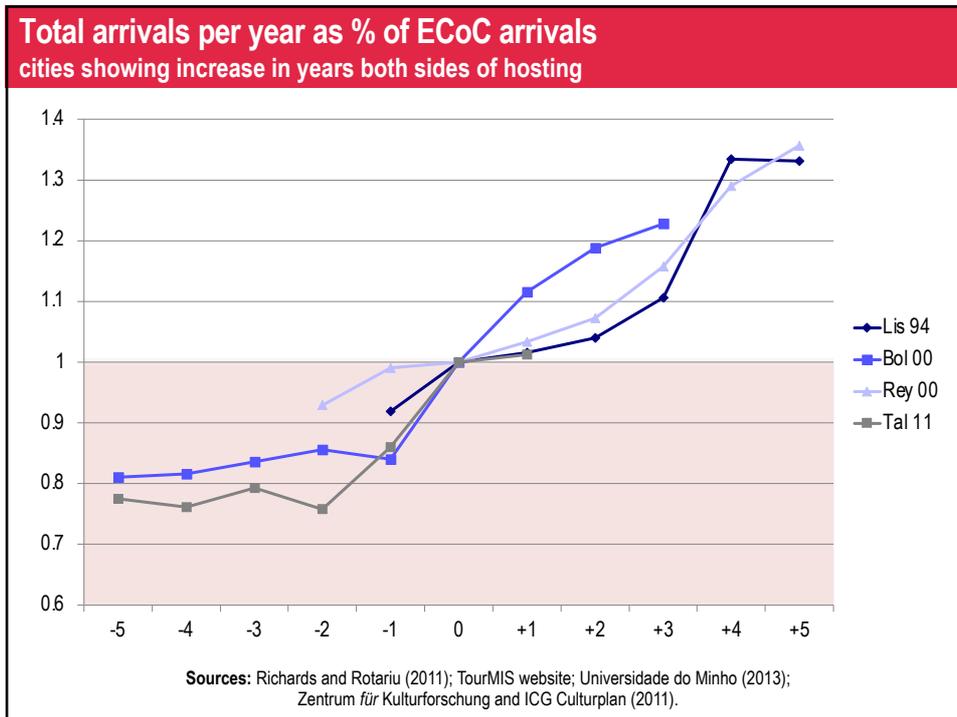
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Impacts 08 | Economy and tourism impacts

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
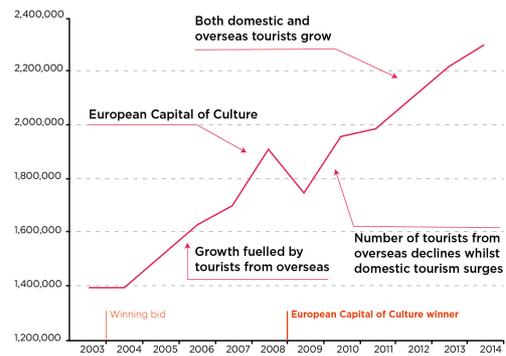
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Impacts 08 | Economy and tourism | Legacies

By 2016, 8 years on, Liverpool was
- 5th most visited UK city
  (international visitors)
- 7th in England (domestic visitors)

Visit Britain (international visitor data)

- Since 2005, 5th to 6th
  most visited place in Britain

- Pre 2005: 9th to 18th place

Liverpool Tourism Volume

Both domestic and overseas tourists grow

European Capital of Culture

Growth fuelled by tourists from overseas

Number of tourists from overseas declines whilst domestic tourism surges

Winning bid

European Capital of Culture winner

Source : Liverpool Visitor Economy
Network Growth Strategy 2020 (Jul 2016)
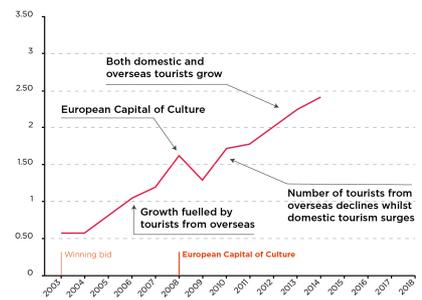based on STEAM data (LEP)

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Comparing long term tourism trends

Glasgow tourist volume (Millions of visits) 1982 - 2000

Winning bid

European Capital of Culture

Liverpool Tourism Volume (Millions of visits) 2003 - 2014

Both domestic and overseas tourists grow

European Capital of Culture

Growth fuelled by tourists from overseas

Number of tourists from overseas declines whilst domestic tourism surges

Winning bid

European Capital of Culture
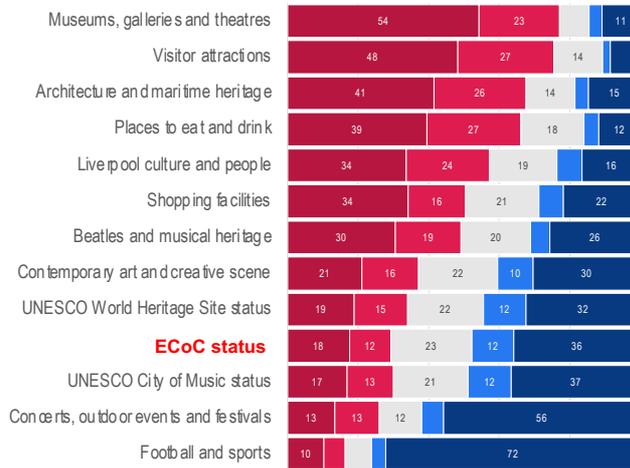
Glasgow, European City of Culture
1990

Liverpool, European Capital of Culture
2008

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Economic impacts | Liverpool Visitor Economy

Key factors influencing visitors ten years on from the ECoC (%)

	Very important				Not at all important
Museums, galleries and theatres	54	23			11
Visitor attractions	48	27	14		
Architecture and maritime heritage	41	26	14		15
Places to eat and drink	39	27	18		12
Liverpool culture and people	34	24	19		16
Shopping facilities	34	16	21		22
Beatles and musical heritage	30	19	20		26
Contemporary art and creative scene	21	16	22	10	30
UNESCO World Heritage Site status	19	15	22	12	32
ECoC status	18	12	23	12	36
UNESCO City of Music status	17	13	21	12	37
Concerts, outdoor events and festivals	13	13	12		56
Football and sports	10				72

10 years on, **30% of tourists** consider the ECoC an important factor in their visit

Source: Impacts 18 visitor survey

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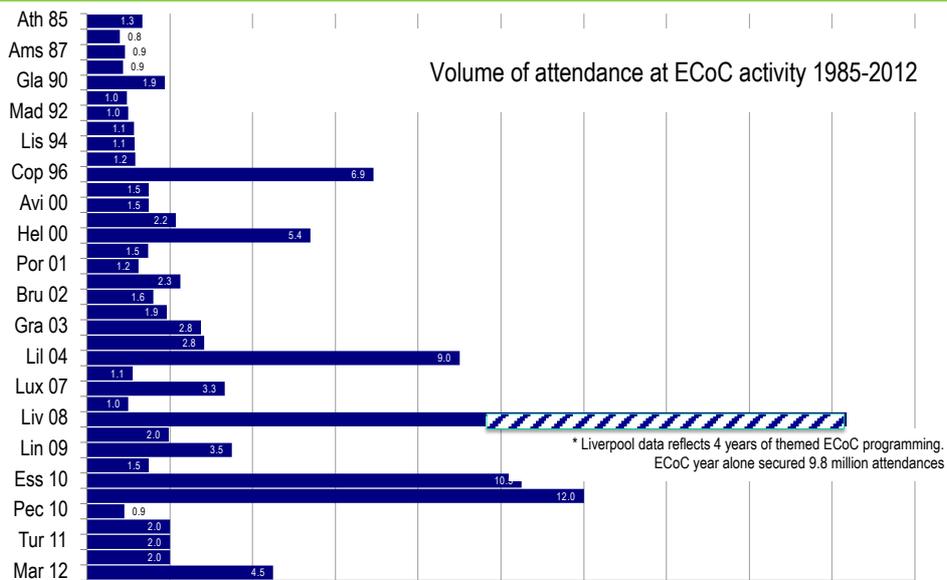## Social impacts

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Social impacts

institute of cultural capital

- Improved local perceptions of the city
  - Many recent ECoC editions claim that **50% to 90%** of their local population feel that **their city is a 'better place'** after having hosted the European Capital of Culture.

- Fostering local pride and a 'can do' attitude

  - Communities indicate they feel validated and more aspirational

- Increases and wider diversity in cultural audiences during the ECoC year.

  - Hosts as diverse as Helsinki 2000, Luxembourg GR 2007, Liverpool 2008, Essen for the Ruhr 2010, Guimarães 2012 and Maribor 2012 claim that **over half** of their local population **engaged** with their ECoC programme.

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Social impacts

institute of cultural capital

Volume of attendance at ECoC activity 1985-2012

City	Value
Ath 85	1.3
Ams 87	0.8
	0.9
	0.9
Gla 90	1.9
	1.0
Mad 92	1.0
	1.1
Lis 94	1.1
	1.2
Cop 96	6.9
	1.5
Avi 00	1.5
	2.2
Hel 00	5.4
	1.5
Por 01	1.2
	2.3
Bru 02	1.6
	1.9
Gra 03	2.8
	2.8
Lil 04	9.0
	1.1
Lux 07	3.3
	1.0
Liv 08	(striped)
	2.0
Lin 09	3.5
	1.5
Ess 10	10.5
	12.0
Pec 10	0.9
	2.0
Tur 11	2.0
	2.0
Mar 12	4.5

* Liverpool data reflects 4 years of themed ECoC programming. ECoC year alone secured 9.8 million attendances

Sources: Axe Culture (2005); ECORYS (2009a; 2009b; 2010a; 2011c; 2011d; 2012a; 2012b; 2013a); Garcia *et al.* (2010); Luxembourg GR 2007 (2008); Myerscough (1994); Palmer/Rae Associates (2004b); Quinn and O'Halloran (2006)

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Liverpool 2008 | Access & participation achievements

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**

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**

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Liverpool 2008 | Access & participation legacies

10 years on…

- 44% of Liverpool residents agree that they are **more interested in arts and cultural activities** because of the ECoC

- 27% agree that they participate in arts and cultural events **more often** because of the ECoC.

- 42% state that the ECoC introduced them to **new or different cultural activities**

- 42% agree that the event has encouraged them to introduce their children to more (or different) cultural activities.

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Liverpool 2008 | Access & participation legacies

10 years on…

*"You should not underestimate what people got from [the ECoC] personally, […] I got my city… I am a Liverpool girl, but I did not have the awareness, for want of a better word that the Tate belongs to me, **the galleries belong to me**, that amazing art belongs to me.*

*For me [the Liverpool ECoC] was powerful and it **made me love my city again**. It made me see what my mum and dad and my nan and grandad were talking about, because I had gone through the 80's, no money no jobs and all that. I got the **opportunity to see my city as it should be seen by everyone**."*

Neighbourhood focus group
(Kirkdale)

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Glasgow 1990 | Access & participation legacies

- Raising confidence and entrepreneurship in community groups

  – **a 'can do' feeling** | community art leaders claim the most important legacy of 1990 is the confidence boost it gave to marginal arts groups
  – **entrepreneurial skills** | leading to higher levels of entrepreneurship that, years on, allowed community artists to find new funding sources at a time of cuts in public spending and thus become self-sustainable

  " We never returned to the baseline that we had before 1990… partly because we'd **learned a lot about funding**, and putting together packages…. We had been very dependent on one or two sources before that….1990 forced us to start looking wider,…looking at the private sector, … trust funds... We were forced to. It was a very painful process, but probably a good process in the end. "

  (Community arts focus group, 16 Sep 2003)

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Glasgow 1990 | Access & participation legacies

- Raising confidence and entrepreneurship in community groups
- Changing perceptions about the value of the arts for deprived communities
    - the 1990 community programme strengthened the view that the arts can make a difference within deprived and marginal communities

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## Key legacies of the 1990 community programme

- Raising confidence and entrepreneurship in community groups
- Changing perceptions about the value of the arts for deprived communities
    - the 1990 community programme strengthened the view that the arts can make a difference within deprived and marginal communities
    - it acted as a catalyst for the **disability arts** movement

> " Birds of Paradise Theatre Company & Sounds of Progress would not exist without 1990's kick start funding.
>
> There would be no **disability arts officer** in Renfrewshire, or **special needs music programme** in Inverclyde.
>
> Project Ability would not have been able to develop its most lasting projects, … there would be no Indonesian Gamelan,
>
> We would not have **changed Social Work practice**
>
> *(participant at online discussion group, 18 March 2004)*

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Key legacies of the 1990 community programme

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- Raising confidence and entrepreneurship in community groups
- Changing perceptions about the value of the arts for deprived communities
  - the 1990 community programme strengthened the view that the arts can make a difference within deprived and marginal communities
  - it acted as a catalyst for the disability arts movement
  - It inspired pioneering work in **multicultural & multi-faith** experiences

the hidden gardens

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Cultural vibrancy impacts

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ECoC impacts | Cultural vibrancy & sustainability
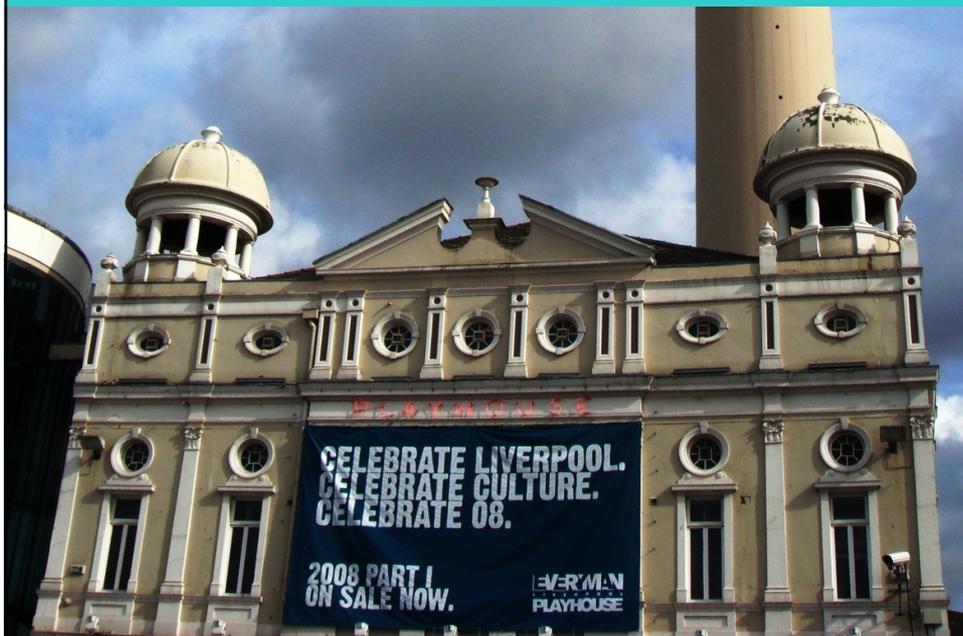
- Significant effect on the city's cultural vibrancy by

  – strengthening networks,
  – opening up possibilities for new collaborations,
  – encouraging new work to continue
  – raising the capacity and ambition of the cultural sector

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Liverpool 2008 | Cultural vibrancy and sustainability culturalcapital

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

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

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

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

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Image impacts

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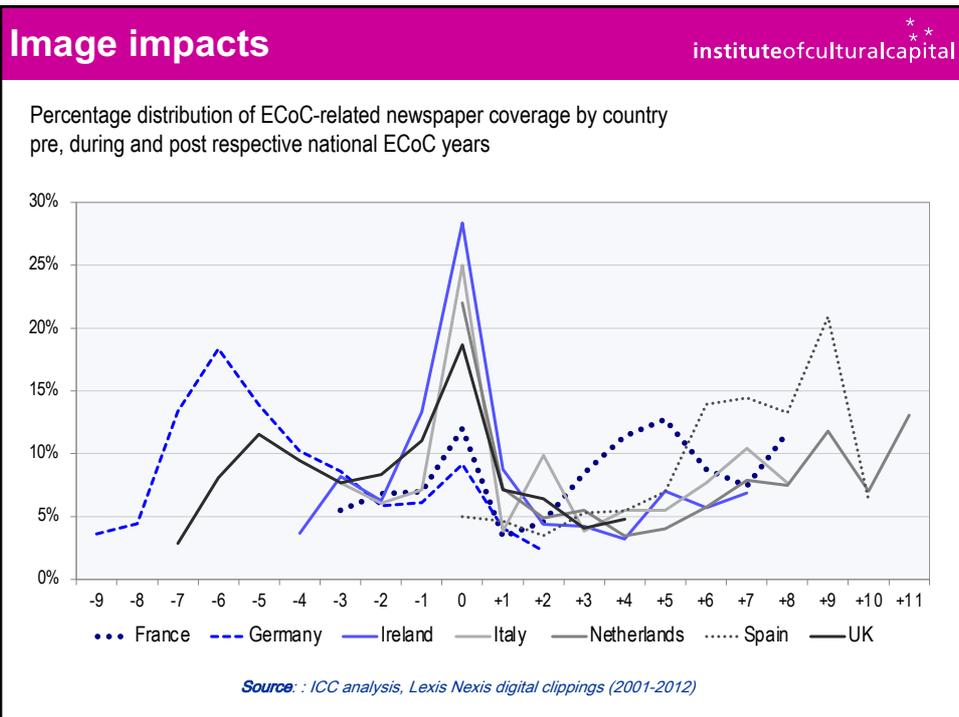
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Image impacts

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Special cultural events (the European Capital of Culture programme) lead to…

- Image renaissance for low (or negative) profile cities
  - attracting considerable media attention and enhancing local, national and international perceptions.

- Expansion of national ECoC related news cycle
  - Media interest in the ECoC and what it stands for has grown over time and covers a broader time spectrum, beginning at bid stage.
  - This generates much broader opportunities to dominate national and international narratives of place

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Image impacts

Percentage distribution of ECoC-related newspaper coverage by country
pre, during and post respective national ECoC years

France   Germany   Ireland   Italy   Netherlands   Spain   UK

Source: : ICC analysis, Lexis Nexis digital clippings (2001-2012)

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Liverpool 2008| Image and perceptions

Less polarised media representation.
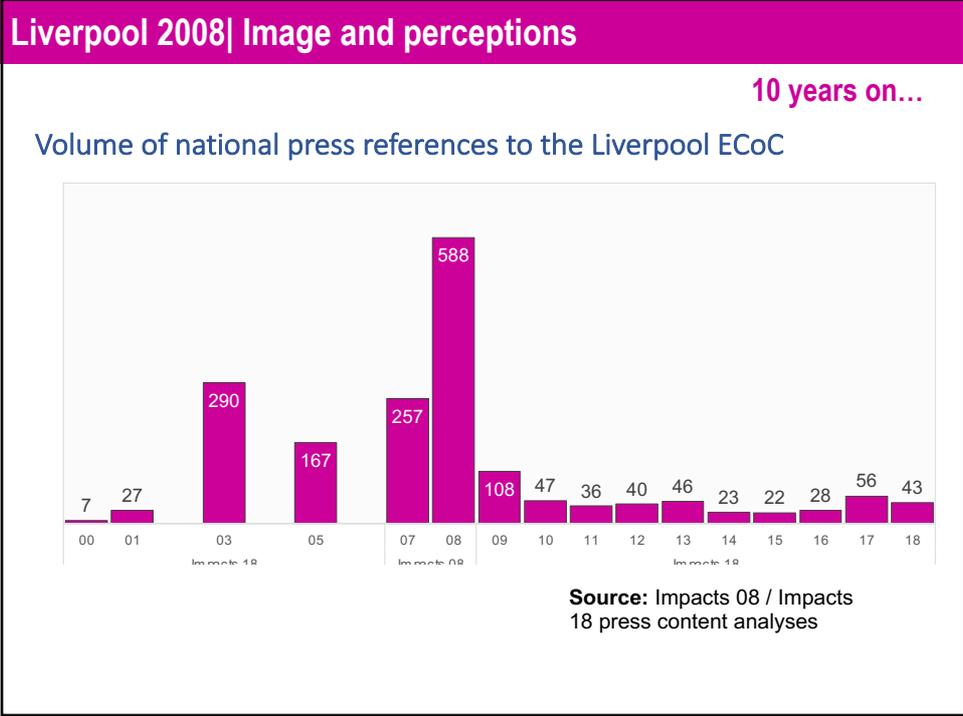From 1990s fixed **negative & positive extremes** into nuanced stories on **diverse contemporary issues**

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

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Liverpool 2008| Image and perceptions

10 years on…

Volume of national press references to the Liverpool ECoC

Source: Impacts 08 / Impacts 18 press content analyses

Governance impacts

institute of cultural capital

Liverpool 2008 | Governance and delivery process

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

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

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

New collective cultural strategy for city-region

New approaches to joint cross sectoral thinking have emerged

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Understanding the creative economy of cities

European Capital of Culture lessons

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- After more than three decades, the ECoC Programme is one of the most visible and prestigious EU initiatives.

- It has become a key platform for city positioning and a catalyst for economic and cultural regeneration.

- Immediate cultural, social and economic impacts are common and the capacity to secure long-term effects, has grown in key areas such as urban image change and tourism development.

- This is evidence of the stronger commitment towards sustainable legacy planning and ever more defined and locally sensitive vision statements.

- Ongoing challenge: ensuring the right balance between cultural, economic and social agendas to ensure fair and sustainable distribution of benefits & legacy

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Key factors for a successful relationship between culture and city development

- participation of a '**champion**' of culture in regeneration
  (an individual such as a 'social entrepreneur', or a group, e.g. of artists)
- integration of culture at the **strategic planning** stage
- establishment of a **multi-disciplinary** project team
- **flexibility** to change course if necessary
- consideration for **environmental quality and accessibility** – design of facilities, public realm and integration with services (e.g. transport, housing, health)

- genuine **consultation** with residents/users and other stakeholders
- **acknowledgement** of the contribution of all stakeholders
- continued involvement and '**ownership**' by the project stakeholders - through direct participation in, for instance, management, governance, delivery and evaluation

- provision for formative **evaluation** from the planning stage (e.g. baselines)
- supporting research / assessment on a **longitudinal** basis

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Improving regeneration impact assessment

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- Invest in the **longitudinal** **impact analysis** of initiatives
  - retrospectively, to cover the impact of bidding/planning for an intervention
  - and one, five and ten years later;

- **Accept** the **multidimensional nature** **of regeneration**
  - Economic, physical/environmental, social, cultural, political

- **Aspire to building replicable models of assessment**
  - Engage in benchmarking exercises, national and international comparators

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Impacts 08 | Reports

IMPACTS 08
European Capital of Culture Research Programme

Programme overviews
- Impacts 08 Baseline Findings 2006-2007 (2007)
- Impacts 08: methodological framework (2010)
- 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)
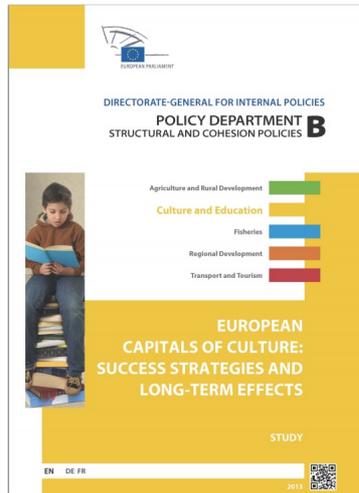
Governance and Delivery Process
- Who Pays the Piper? (2008)
- Liverpool on the map again (2010)

All reports available at:
www.liv.ac.uk/impacts08

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European Capitals of Culture. Success Strategies and
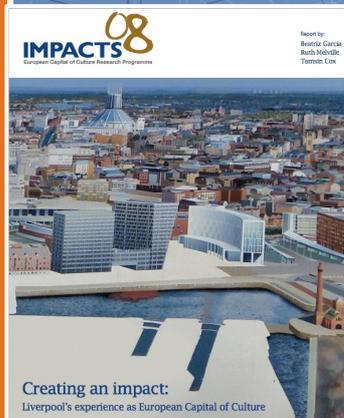Long-term Effects (European Parliament, 2013)

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Thank You

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