

Understanding Glasgow post 1990 The value of a longitudinal approach

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Research background

- The contribution of culture to urban regeneration in the UK
 - Review of evidence-based literature (Evans et al, 2003)
- Types of impact:
 - *environmental* (physical) - recovering buildings, + public use of space
 - *economic* - inward investment, job creation, increased property prices...
 - *social* - image, perceptions, confidence, aspirations, participation
- Emerging type of impact
 - *cultural* - codes of conduct, identity, 'cultural governance'
- **A new approach to evaluation is needed**
 - understanding cultural impacts in the long term
 - the value of longitudinal research

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Research background

- The importance of Glasgow as a case study
 - 1980s: leading UK city using culture as a tool for urban regeneration
 - 1990s: a city affected by continued government change
 - the lead up to 2008: Liverpool following Glasgow's 1990 model

Is there a model to follow?

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The project

undertaking longitudinal
research

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Project characteristics

- Three-year project
- Team composed of 1 principal investigator (FT, 3y)
+ 1 research assistant (FT, 1.5y) + 1 administrator (20%, 3y)
- **Total budget: £134,310** (plus staff indirects, total: £191,320)
 - Staff related (inc recruitment & training): £123,935
 - Computing (inc laptop): £4,000
 - Expert workshops (travel, acc, hosp): £2,300
 - Conference attendance: £1,683
 - Interviews (inc travel, hospitality): £1,034
 - Office costs (inc books, printing): £927
 - Archival & doc research (inc travel, copying): £431

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Aims and objectives

- Analyse the long-term legacy and sustainability of championing culture and creativity in cities
- Explore the economic, social and political conditions for these legacies - approaches to urban governance

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Terms of reference

- City images
- Urban governance
- City identities

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Terms of reference

- City images
 - representations of the city – in official government discourses, tourist strategies, media coverage
- Urban governance
 - urban planning, managerialism vs entrepreneurialism, opportunism
 - approaches to cultural investment / provision
- City identities
 - local perceptions, levels of confidence, aspirations

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Research approach

- City images
 - communication studies, narrative analysis, content analysis
 - leisure & tourism studies, city marketing / place promotion
- Urban governance
 - cultural policy/ cultural planning, political sociology
 - historical analysis
- City identities
 - cultural geography, urban sociology, urban studies

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City images

- Key questions
 - What is the approach to place promotion / city marketing / city branding
 - Who is in charge of defining / designing city images - are there contradicting definitions?
 - How are these images packaged and disseminated – by who
 - **How do these images evolve over time – tracing the narratives**
- Data gathering
 - *archives*: local authorities, tourist bodies - strategies, symbols
 - *interviews*: city & regional council, tourist board, key opinion leaders
 - *focus groups*: journalists and commentators, tourist bodies
 - *press analysis*: content analysis and discourse analysis (1986-2003)

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Urban policies + governance

- Key questions
 - Which are the political conditions for certain images / perceptions
 - What do the city fathers want for the city: study of agendas & policies
 - How are priorities implemented and developed over time: **identifying and interpreting change** in power structures / partnerships and their effect on policy definition and implementation
- Data gathering
 - *archives*: monitoring policy change (local authorities, dev agencies)
 - *statistical analysis*: evolution in the funding / provision for culture
 - *interviews & focus group*: justifying agendas, retrospective analysis

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City identities

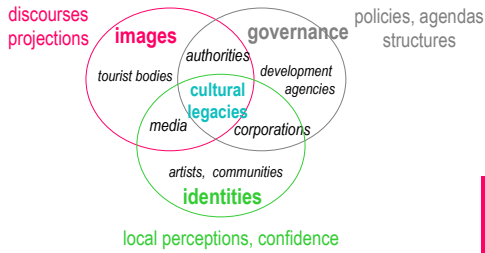
- Key questions
 - What do the cultural / creative community in Glasgow think of themselves / their city – life story narratives
 - How do these perceptions relate to the projected city images
 - Can we identify other sources for such perceptions over time
- Data gathering
 - *statistical analysis*: some figures- jobs in cultural related activity
 - *interviews*: cultural admin, artists, community leaders, commentators
 - *focus groups*: venues, community arts, galleries, business groups
 - *survey*: art school graduates

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Evaluating cultural legacies



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Periods of study

Period	Cultural activity: key events (investment, legacies)	Socio-political context: Gov. structures & agendas
1986 1991	1986- City of Culture nomination 1988- Garden Festival 1990- European City of Culture 1991- immediate aftermath	Local gov: Glasgow District Council & Strathclyde Regional Council Central government: Tory
1992 1998	1996- Year of the Visual Arts 1994- Nomination for City of Architecture and Design	1994/6- Local gov reorganisation 1997- Central gov elections: Labour
1999 2003	1999- City of Architecture and Design 2003- Liverpool nomination 2004- Re-branding Glasgow	Devolution: Scottish Parliament (1999- Scottish Act approved)

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Time schedule

Year	Season	2002				2003				2004				
		1	2	3	4	1	2	3	4	1	2	3	4	
Literature review		x	x	x										
Theory & method frameworks						x	x	x						
Data collection & analysis														
<i>Documentation and archival review</i>														
- 1986-1991 / 1992-2003		x	x			a	a	a	a					
<i>Press content analysis</i>														
- 1986-1992 Mitchell clippings		x				a	a	a						
- 1993-2003 lexis nexis										a	a			
<i>Interviews & focus groups</i>														
- interview design / contact		x				x	x							
- undertaking interviews						x		x	x					
- focus group design & contacts										xa				
- focus group meetings											xa	xa		
- textual analysis - Nvivo software											x	x	x	
GSA Survey														
														xa
Presentations & publications														
Papers										xa	xa	xa		
Seminars & conferences						x	x			x		x	x	
Web updates						x		x		x				x
Book proposal														x
														x
														x

Assessment

strengths
& challenges

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Press content analysis

- Challenges
 - large dataset: 5,000 printed articles 1986-1991; 500 1992-2003
 - balancing qualitative and quantitative approaches: identifying and interpreting emerging themes and attitudes + categorising findings to measure demographic patterns
- Strengths
 - accounting for 'contemporary' sources
 - accounting for the totality of coverage over a particular period
 - contextualising demographics – adds background & legitimacy
 - providing 'evidence' of cultural / social legacies: the construction and survival of city images; the origin of the Glasgow myth

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Archival and documentation review

- Challenges
 - Extremely large collection of material
 - Tracing material from a variety of institutions, some of them defunct: data not consistently archived / made available for all periods. Difficult to access and compare
 - Complexity due to cross-referencing: time consuming, slow process to see findings emerge / delays in the production of results
 - A historical approach to impact evaluation
- Strengths
 - Exploiting existing data and maximising awareness – cost-efficient
 - Monitoring the origin of policy decisions and their effects

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Interviews & focus groups (retrospective, life story)

- Challenges
 - Relies on reconstruction; bound to inaccuracy and bias - the issue of rationalisation (recent events influencing interpretation of past)
- Strengths
 - (Retrospective approach) Cost-effective and less time-consuming
 - Cross-referencing narratives – comparing current recollection with contemporary statements (in documentation & press review)
 - The value of recollection/interpretation: how do people make sense of place, which issues are remembered, how perceptions of the present affect the past and vice-versa
 - Qualitative approach: in-depth analysis – reading implicit meanings

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Conclusions

why committing to longitudinal research

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The value of longitudinal research

- Comparing and interrelating datasets from different periods
 - Understanding complex policy issues
 - Contextualising short-term statistical material
 - Drawing conclusions about the relative contributions of particular causal factors to particular outcomes – (ie. impact of government initiatives on attitudes)
- Allowing retrospective assessment
 - The value of insight in understanding how we make sense of place
 - Maximising the use of existing datasets
- Advancing frameworks & methodologies to assess (provide qualitative evidence of) cultural impacts and legacies
 - Working across conventionally divergent theoretical approaches
 - Evaluating the long-term effects of particular interventions
- The value of a qualitative approach

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