

Measuring the impact of art programmes

Economic, social, environmental and cultural imperatives

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

Overview | From economic impact to cultural legacy

- Traditional approaches to economic impact assessment
 - Defining impact assessment and measures for research
 - The example of Glasgow 1990 | a classic economic impact study
 - Limitations in this approach
- Moving on into a holistic approach of impact assessment | accounting for 'legacy' and sustainability
 - The Impacts 08 research programme
- Conclusions
 - Adapting the model into your own environments | public art, street art

Measuring the impact of the arts | an overview



- The state of the debate
 - Investing in the arts to regenerate / revitalise urban [and rural] economies
 - Using the arts as a catalyst: from service to knowledge economies
 - Key drivers: major events [+street animation], iconic infrastructures [+public art]
 - Challenges: extracting long-term/ sustainable benefits; providing evidence of impact
- Approaches to impact measurement | lines of enquiry in the UK
 - social impact of the arts | community arts movement (60s), Comedia, Matarasso (90s)
 - economic importance of the arts | Myerscough (80-90s), Selwood (90s)
 - rise of the 'creative class' | Florida (2004), creative + cultural clusters debate
 - creative city (Landry); cultural planning (Bianchini, Mercer)
- Types of impact
 - *social* - confidence, aspirations, inclusion, access, participation
 - **economic - inward investment, job creation, tourism growth** *Focus of research agenda, 20 years*
 - *environmental* - infrastructure development, uses of public space, green agenda

Additional, under-researched type of impact

 - *cultural* - codes of conduct, image, identity, 'cultural governance'



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A classic economic impact case study | Glasgow 1990



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Glasgow 1990 | European Capital of Culture



- Glasgow was awarded the title '1990 European City of Culture' in 1986.
- **£32.7 million** of public money was invested in City of Culture, mainly from the local authorities with support from economic development and tourism agencies.
- Private sector support from up to 350 businesses, was valued at **£6.1million**

Budget (millions of Pounds)	TOTAL	District	Region	Scottish Office	Private
Capital projects (89/90 and 90/1)	43	35,8	4,8	2,4	
Regular revenue for cult orgs	33,1	31,8	1,3		
European City of Culture	32.7	19.3	12.8	0.55	6.46
<i>Programme</i>	<i>26.8</i>	<i>14.7</i>	<i>11.75</i>	<i>0.4</i>	
<i>Marketing</i>	<i>4.9</i>	<i>4.04</i>	<i>0.74</i>	<i>0.15</i>	
<i>Administration</i>	<i>0.9</i>	<i>0.58</i>	<i>0.34</i>		



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Glasgow 1990 | Economic impacts



- **Net economic return** to the regional economy estimated at £14.1m.
- The **cultural industries** (arts, music industry, designer trades, film & TV) were estimated to have grown by 3.9% between 1986 and 1990.
- Glasgow was developed as a **tourist destination** during 1990.
 - An estimated 555,000 trips involved attendance at arts events.
 - Overseas markets accounted for 38% of Glasgow 1990 trips
 - 71% of non-English speaking tourists during 1990 were first time visitors.
- **Cultural impacts** | audience development
 - 40% jump in attendance at theatres, halls, museums and galleries – rising from 4.7 million in 1989 to 6.6 million in 1990.
 - Another 1.7 million took part in outdoor events.
 - The programme touched the lives of four out of five adult residents in the region. 54% went to the theatre or to a concert hall; 61% visited a museum or gallery.



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Glasgow 1990 | Additional impacts



- The **image of the city** changed
 - 15% increase in belief in **London** and the **South East of England**, that Glasgow was 'rapidly changing for the better'.
 - 92% of **residents** agreed that the 1990 programme 'improved the public image of Glasgow'
 - 61% thought the programme made the city 'a more pleasant place to live'.

- Non-quantifiable impacts | '**boost to Glasgow's cultural system**'
 - new partnerships were created between the local council and arts community
 - international links were developed
 - new initiatives linked art and education and social work
 - Glasgow became a popular place for artists to live and work.



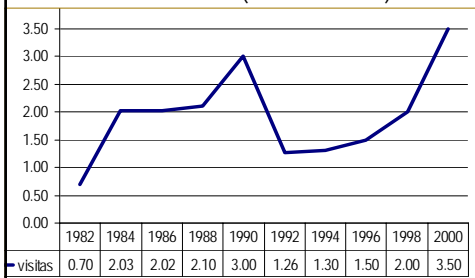
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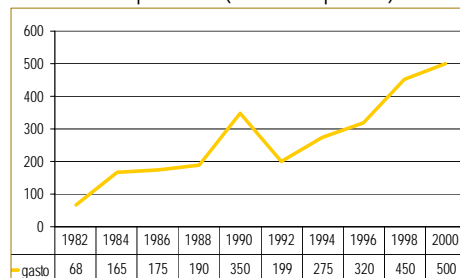
Sustaining economic impact | tourism growth?



Tourist Volume (millions of visits)



Tourist expenditure (millions of pounds)



- Remarkable growth from 1986 (nomination) to 1990 (event) but marked drop 1990-92
- Progressive increase up to 1996; dramatic growth 1996-2000
- These trends reveal tourism growth cannot be considered direct economic impact of Glasgow 1990 – other factors have contributed to long term sustainability
- How to assess / identify the range of factors that lead to impact in the long-term?



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The Impacts 08 research programme

Impacts 08 | Defined aims

- Provide **longitudinal impact analysis** of Liverpool ECoC programming
 - retrospectively, to cover the impact of the bid, and up to 2009/10;
- **Grow the evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
 - to inform the national debate, influence funding decisions and assist regional cultural planning;
- **Provide intelligence to guide decision-making**
 - within the ECoC cultural programme and marketing strategy
- **Provide a replicable model** that will add to the legacy of 2008
 - e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City.

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What can we **measure**?

Advancing the case for alternative terminology: **assessment and value**

Engaging in the debate around evidence-based policy making

Dimensions of regeneration

- Economic
- Environmental
- Social
- Cultural
- [Political]

The value of a **holistic** approach to impact assessment but ensuring **manageable** scope and aspiring to impact **disaggregation**



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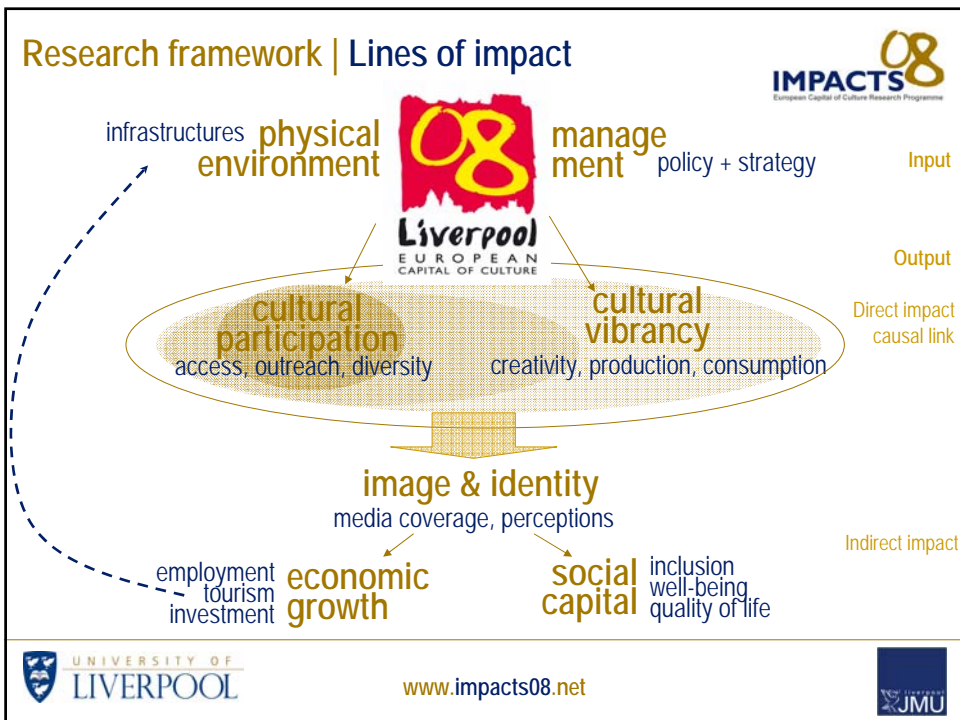
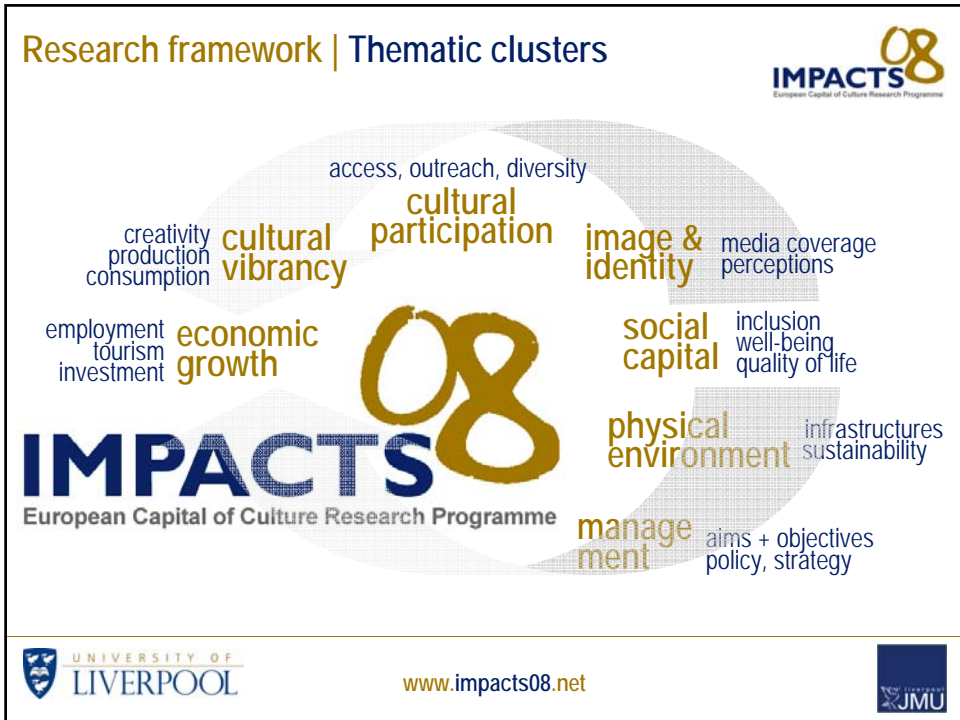


Research framework | Thematic clusters



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Research strands | Main methodologies



- **Benchmark indicators**
 - Identification of clusters of key performance indicators for each 'theme'
 - Across the four dimensions of impact, from baselines in 2000 to 2010
- **Secondary data analysis**
 - Identifying, gathering and analysing relevant datasets, including:
 - In-house and external evaluations of specific elements of the ECoC programme
 - 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
 - Methodologies include: interviews with key stakeholders, local people and event participants; surveys; content analysis of media clippings; participatory mapping techniques, case study research
 - We are also linking with existing projects to ensure consistency of research questions



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- size of the Liverpool's creative industries business base
- investment in the cultural sector
- take-up of training targeted specifically at the sector
- number of artistic events previewing at, or commissioned for, Liverpool 08
- percentage of positive press reviews of Liverpool 08 flagship events
- Liverpool 08-related funding of cultural organisations
- days of artist employment created from Liverpool 08 funding

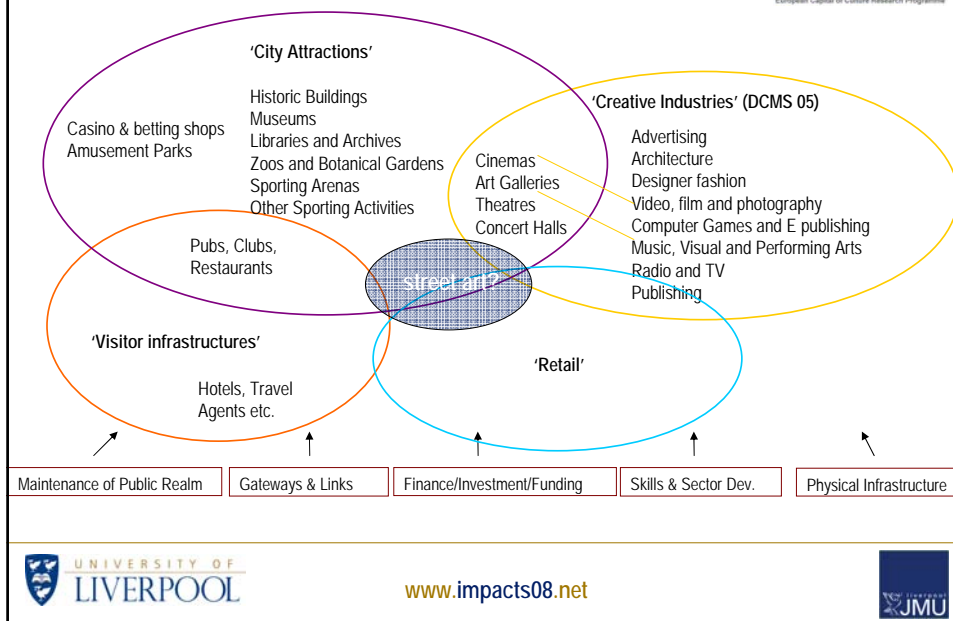


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Adapting the model Impacts of public art, street art

Arts activity in context | the city's cultural system



Thank you
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