

Impacts 08 Team

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Impacts 08 (September 2008) *LARC 2007/08 Key Data*



Liverpool Arts and Regeneration Consortium: Key Data Report

September 2009

Impacts 08 is a joint programme of the University of Liverpool and Liverpool John Moores University
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1. Introduction

The following report is based on information provided by the eight Liverpool Arts and Regeneration Consortium (LARC) member organisations:

- the Bluecoat
- Everyman and Playhouse Theatres
- FACT
- Liverpool Biennial
- National Museums Liverpool (NML)
- Royal Liverpool Philharmonic (RLP)
- Tate Liverpool
- Unity Theatre

The data is taken from a range of documents provided by the participants, with the core information coming from Arts Council England (ACE) annual returns, except for Tate Liverpool and National Museums Liverpool, which receive no core funding from ACE. The data is from the 2008/9 ACE returns or latest annual reports, recent research and feedback on an individual basis to a set of data requests from the Impacts 08 research team. The level of data quality and quantity was dependent on individual and organisational response and given the lack of specific research/information function in almost all organisations is unlikely to be a complete record of activity.

This is the third in a series of annual reports covering the periods 2006/7, 2007/8 and 2008/9, providing an opportunity to make preliminary comparisons of the data over the three year period. When making comparisons to previous years it is important to note the two significant events in 2008: Liverpool hosting the European Capital of Culture (ECoC); and the reopening of the Bluecoat.

2. Employment

- The LARC partners between them employ an estimated 1081 permanent staff, an increase from 991 in 2007/8.
- In addition, in 2008/9 the ACE funded organisations provided employment for at least 1152 contractors (commissioned artists, freelance, self employed, consultants, etc), a 92% increase on the 2006/7 estimated figure of 600. Further, this total does not include a figure from Tate Liverpool (123) and NML (no return).
- The LARC partners also offer labour force development opportunities providing 12 apprenticeships, 46 work placements and involving an estimated 363 volunteers in 2008/9 (*this latter figure is almost certain to be an underestimate as there was no return from FACT*).

Diversity in the workforce:

- Seven of the eight LARC partners reported the gender split in their workforce. Women represent 52.3% of all permanent employees of these seven organisations and 47.5% of contractors for the five organisations that gave a breakdown by gender for contractual staff.
- Seven of the LARC partners reported on numbers of disabled employees who represented 1.3% of all staff. This is a small increase of 0.1% since 2006/7 but is an under-representation of disabled people compared to the general population¹
- There are low proportions of staff from BME communities, at 3.5%. This a similar figure to last year but a decrease since the 6% reported in 2006/7. 5.9% of contract and freelance staff are from BME groups, a decrease of over 4% since last year.

¹ Census data shows 5.5% of the population of England & Wales aged 16 – 74 identify as permanently sick or disabled
<http://www.statistics.gov.uk/pdffdir/health0203.pdf> (viewed 23/09/2009).

3. Education and Social Inclusion

- All of the LARC partners have an education or training programme supported by a written strategy and delivered by specialist education staff with artists.
- 377,736 children under 19 took part in educational sessions in 2008/9. This represents a decrease of 32,066 children since last year (however this may be an under-representation of the total as this figure does not include 17-19 year old learners at NML)².
- 343,040 of these children attended in a school group, with the vast majority (94.3%) of these school visits attending NML venues. A further 54226 visited learning sessions as part of informal family or community based groups.
- NML worked with 210,946 adult learners (age 16 and above) in 2008/9. ACE funded organisations also worked with 10,961 further learners who were adults or learners in mixed age groups.

4. Artistic Development

- There has been a significant increase in delivery of artistic programming and audience figures across LARC since last year. However, this should be read in light of the hosting of the ECoC and the reopening of the Bluecoat.
- 129 new works (performances) were commissioned by LARC partners in 2008/9, compared to 49 in 2007/8 and 93 in 2006/7 (the year of the previous Biennial).
- The total known audience figure for performances across LARC was 433,937 in 2008/9 with an additional estimated audience of 38,442. This is an increase of 8.4% on the previous year, which in itself was an increase of 9.4% over 2006/7.
- There were 5,202,541 known visits to museums, galleries and visual art exhibitions in 2008/9, with an additional estimated visitor number of 38,425,800. This latter mainly comprises the estimated audience for particular Biennial exhibitions. However this represents a substantial increase on last year's figures with or without this estimation (18.4% increase based on known audience numbers, and 893% with the estimated number). 2007/8 figures also represented a 10% increase on 2006/7.
- There was also a significant increase in film audiences in 2008/9, rising from 8858 in 2007/8 to 29376 (a 232% increase)³.

5. Media impact

Percentage of Liverpool press coverage dedicated to Liverpool's cultural sector and tone⁴

- In 2008, over 35% of all national press coverage about Liverpool was dedicated to the city's cultural offer, becoming for the first time the dominant theme, above coverage on social issues (such as crime) which (after sports and football) has traditionally been the area attracting the largest amount of national press clippings. This is a 57% growth since 2003, the year of nomination as European Capital of Culture and represents more than double the volume of culture coverage produced in 1996 (211% growth).⁵
- Up to 90% of national press articles focused on Liverpool's cultural offer in 2008 were positive or neutral. This is well above the average attitude towards Liverpool stories (which are 66% neutral or positive).

Distribution of Liverpool cultural sector press coverage in 2008

- Liverpool's performing arts⁶ dominated national coverage on Liverpool's cultural offer in 2008, followed by the visual arts and the city's music scene. The performing arts have been the art form seeing the largest

² Museums directly funded by DCMS are required to analyse participants' age groups as up to 16 and over, whereas ACE funded organisations collect information on participants aged up to 19 and over.

³ NB this increase occurs across LARC and doesn't only relate to Biennial event

⁴ Excluding Liverpool football related stories which account for over 77% of national press coverage

⁵ Note that in our report for 2007 press clippings, we indicated that there had been a 400% growth in culture coverage between 1996 and 2007. This was due to an undetected problem with our 1996 sample. This has now been resolved and the confirmed statistical trend is: from 1996 to 2007 = 141% growth, from 1996 to 2008 = 211% growth. In 2008, there are 29% more culture stories than in 2007.

⁶ Performing arts stories may refer to theatre, music (other than popular music gigs) and dance.

growth in national coverage since ECoC nomination, becoming the dominant source of specific coverage over popular music stories, which had been the main focus for headlines until 2005-2006. Coverage on the visual arts remains strong and steady with peaks on the years when the Biennial takes place.

- At a national level the single cultural event that gathered the largest amount of coverage in 2008, without including specific reference to the ECoC, was the MTV awards. Other events that gathered large amounts of national coverage without particular emphasis on the ECoC link were the Klimt exhibition at Tate Liverpool and King Lear at the Everyman. Locally there was broader coverage of cultural events without specific mention of ECoC, and several single events (e.g. Superlambanana parade, La Princesse, the Tall Ships and the Liverpool Sound concert by Paul McCartney) gained lots of press coverage without being particularly linked to the ECoC.
- In terms of ECoC related coverage, the single cultural event attracting most coverage nationally was the Opening weekend, followed by the Liverpool Sound concert and La Princesse. Locally most ECoC-related cultural event coverage focused on the Opening Weekend – particularly the 'People's opening'- the Superlambanana parade, the Liverpool sound, the Tall Ships and, interestingly, some events that were well established prior to the ECoC title such as the BBC Sports personality of the year award and the MTV awards. The arts event attracting the largest amount of local coverage with explicit reference to the ECoC was the Klimt exhibition.
- Overall, cultural event coverage had a different emphasis in the national press and the local press. The national press focused mainly on high arts events, followed by mainstream popular events and dedicated lesser coverage to community/free events. In contrast, the local press dedicated the largest amount of coverage to community / free events, followed by mainstream popular events and well-established city events, such as the Matthew Street festival, while the amount of coverage dedicated to high arts events specifically was much lower.

Impact of the European Capital of Culture title on Liverpool's cultural sector coverage

- The European Capital of culture title has had some impact on the way Liverpool culture stories are told. In 2008, ECoC related stories were much more likely to place an emphasis on the links between the city's cultural offer and its wider image renaissance (45% for ECoC stories, while only 36% for general culture stories) and management or policy issues (7.5% vs 3.5%).
- Interestingly, while in 2007 ECoC related stories about culture were much more linked to physical regeneration and social issues than non-ECoC related stories, this is not the case in 2008.

6. Finance

There are significant differences between funding structures across the LARC partnership, including income levels and funding sources. Any joint analysis is therefore unrepresentative of individual LARC organisations.

- Total income within the LARC partnership has reduced by 6.6% since last year. However this must be seen in the light of significant amounts of public subsidy received in 2007/8 for large capital programmes by NML and the Bluecoat.
- Earned income within seven LARC partners⁷ is 35% of total income, compared with 25% in 2007/8⁸ Liverpool City Council and other local authorities supported LARC organisations⁹ with approximately £5.2 million of funding in 2008/9, the vast majority coming from Liverpool City Council. Across the six ACE funded LARC organisations, for every £1 of local authority funding contributed, approximately £5 is raised from other sources by LARC organisations.

⁷ A detailed financial breakdown is not yet available from NML, therefore this calculation has been made based on returns of other partners

⁸ NB For the sake of comparison, NML figures have been removed from the 2007/8 figures.

⁹ See note above re NML

LARC organisations had a total expenditure of £57.1 million in 2008/9. Of this 2.8% (£1.6million) was spent on education and outreach programming, with a further 3.6% (£2.1 million) spent on staffing educational programmes.

Figure 1: Income split of LARC organisations (2008/9 not available until further financial information available from NML)

