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Local Area Studies – Baseline and 2007 Results

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Impacts 08 is a joint programme of the University of Liverpool and Liverpool John Moores University
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Executive summary

Impacts 08 is carrying out a local area study project to explore the experiences and opinions of residents from a diverse selection of Liverpool neighbourhoods as a result of the city's year as the European Capital of Culture (ECoC) in 2008.

The research focuses on the following key themes:

- How residents view Liverpool, and how they think Liverpool is viewed outside the city.
- How residents view their own neighbourhood, and how they think their neighbourhood is viewed by other Liverpool residents.
- Knowledge and understanding of Liverpool's cultural offer, and levels of interest in cultural activities, including sport.
- Levels of engagement and participation in cultural activity generally, and specifically in the Liverpool 08 events programme.
- Experience as spectators of Liverpool's image work and marketing.
- Whether Liverpool's year as the ECoC is changing residents' perceptions of the city and views about its future.

This baseline report provides a summary of data from an initial survey of four Liverpool neighbourhoods, carried out in the summer of 2007. This baseline data will be used to track any changes, both in levels of cultural participation and in perceptions of the ECoC, as they occur throughout 2008 and beyond. A separate document, *Local Area Studies: Mapping the Four Local Areas and Key Statistics* (available to download from www.impacts08.net), details the findings of a community mapping that seeks to provide a context to the research through a deeper understanding of the neighbourhoods, and of the issues that may affect their residents' experiences of cultural engagement and the Liverpool 08 programme.

Key findings

- Overall, survey respondents displayed pride and confidence in Liverpool, rating it equal to or better than other UK cities across a range of indicators.
- Respondents displayed significant levels of concern about crime in Liverpool, but this also appears to reflect national concerns as respondents did not feel that Liverpool's crime problems were worse than those elsewhere.
- Most respondents feel that Liverpool is improving. However, this confidence was lower in the most deprived community surveyed.
- Liverpool residents feel that the ECoC is creating a more positive image of Liverpool outside the city.
- Liverpool people are most likely to interpret the word 'culture' as relating to the arts, and have not adopted a wider definition of culture as describing their own lifestyles and community activities.
- More people in Liverpool are 'very interested' in museums and galleries than are 'very interested' in sport or nightlife. Nearly 60% had attended a local museum or gallery within the 12 months before the survey.
- Cultural participation varies widely between communities, with residents of more affluent communities engaging in more diverse cultural activity and being more likely to travel outside the city to attend cultural events.
- Active engagement in sporting activity is low across all neighbourhoods, and Liverpool remains a heavily football dominated city, with very low numbers of people watching other live sporting events.
- Recognition of the Liverpool 08 logo is very high. However, recognition of specific 08 marketing materials is much lower, suggesting a lack of penetration into households within our surveyed neighbourhoods.
- Awareness of events within the ECoC programme for 2007 varied widely. However, on the whole survey respondents displayed much higher awareness of longer established events such as Tall Ships and the Mathew Street Festival than of recent additions to the city's events calendar.

- Liverpool citizens are positive about the ECoC's potential to bring investment to Liverpool and create new jobs.
- However, there is a broad range of views amongst individual respondents about whether the ECoC will create lasting benefits for the city and whether ordinary people will benefit.
- There are considerable differences displayed by respondents from the different neighbourhoods in relation to whether the ECoC will positively benefit their own area. Residents of Kirkdale and Knotty Ash displayed much lower levels of confidence in the potential for the ECoC to generate locally felt benefits, suggesting differing levels of confidence between advantaged and disadvantaged communities.

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1. Introduction

Impacts 08 is carrying out a local area study project to help capture and understand the cultural engagement of Liverpool residents, including those who may not take part in the Liverpool European Capital of Culture (ECoC) events in any specific way, and thus those whose experiences may not be captured by research focused on events. This project includes a number of studies that are planned to take place between 2007 and 2009, and which will, through a variety of methodologies, track the opinions, engagement and perceptions of people in four different areas of the city. This research will generate rich data demonstrating any developments over time in the engagement patterns of 'ordinary' Liverpool citizens, and their experience of the impact of the city being the ECoC.

Researchers have identified four neighbourhoods (each consisting of two Super Output Areas with an average population of 2,750) in order to capture the experiences of the widest possible cross section of the Liverpool population throughout the research project, including those living in the city centre and on the outskirts of Liverpool, and those from both affluent and deprived parts of the city. This is a baseline report that analyses quantitative survey data from summer 2007, and is based on 676 individual surveys. It therefore provides a snapshot of opinion as it was in summer 2007. The survey and baseline mapping research is carried out by Icarus Icon Ltd.

A further report planned for early 2009 will detail emerging experiences of the Liverpool 08 programme, based on a repeat survey of the same neighbourhoods supported by additional qualitative data gathering. A further survey has been scheduled for spring 2009 to capture longer term impacts and perceptions. This will enable the research team to identify changes in opinions over time, and full findings for the whole study will form part of Impacts 08's March 2010 final report.

2. Neighbourhoods

Detailed information about the local areas chosen for this study is provided in a separate document.¹ A brief summary of this, informed by a series of interviews with neighbourhood managers, ward councillors and community representatives is provided here. This approach means that the following descriptions are the result of individuals' and communities own definitions of their community and its characteristics.

2.1. City centre²

The city centre area surveyed contains two distinct housing types. The first, located around Chinatown and Great George Street, is mostly owned by social landlords. The second is recently built flats in the Wood Street and Duke Street areas, owned by private landlords or owner occupiers. There are three distinct communities within the area: it is the focal point for the Merseyside Chinese community, providing a range of facilities and services, there is a small working class community surviving in the area despite decanting out of the area and demolition of council tenements, and there is a new community of residents in the new apartments. This community is transient as many are renting property and/or are students.

The areas of housing surveyed sit on the edge of Liverpool City Centre, and therefore the neighbourhood has its own distinct services, shops and pubs. In addition some core Liverpool City Centre landmarks and cultural venues, including FACT and the Chinese Arch, are located within the area. Local people in social housing in the area would not necessarily access services or employment opportunities within Liverpool City Centre, and

¹ Impacts 08 (2008), *Local Area Studies – Key Statistics and Mapping of the Four Local Areas*. Liverpool: Impacts 08 (available to download from www.impacts08.net)

² In order to distinguish the locality we surveyed from the wider city centre area, we have used Liverpool City Centre to refer to the wider city centre throughout this report, while the phrase city centre or city centre neighbourhood is used to denote our survey area. The names used throughout the report are, as far as possible, based on the area names most commonly used by our survey respondents.

community representatives have described a growing tension between the established community and newer residents.

Of the areas surveyed, the city centre has a much younger and more ethnically diverse demographic profile, which is reflected by our survey respondents. Indeed older residents of the city centre are slightly under-represented by our survey.

2.2. Aigburth

Aigburth is a suburb in the south of the city, home to a large number of families and older people, and relatively prosperous. The area contains plentiful green space, is well served with local amenities including schools, and includes the Otterspool Promenade area, which has recently been redeveloped with children's play facilities. The 'Prom' has hosted the Hub Youth Festival for the past two years.

Possibly as a result of its relative prosperity and high employment levels, there is less evidence of community activity in Aigburth than in other areas surveyed. There are few social amenities such as pubs and restaurants, and many residents access such amenities outside the neighbourhood, for example in Liverpool City Centre and in the Lark Lane area approximately 1.5 miles away.

2.3. Kirkdale

Kirkdale, in the north of Liverpool, is approximately one mile from Liverpool City Centre. The area has suffered severe disadvantage over many years, and as a result there are many boarded up or derelict houses and commercial properties, a situation that is reflected in our findings about perceptions of the area. While there is little green space within the area surveyed, Everton Park sits just outside the neighbourhood. The area is reasonably well served with community amenities, including a Sure Start Centre, community centres, health centres, boxing gyms and sports facilities and libraries.

The area is made up of a series of distinct small neighbourhoods, often based on parish boundaries, and the area had a history of sectarianism, with traditions such as Orange marches still marked locally. This history, combined with a long tradition of community activism and the experience of a series of regeneration initiatives, means that Kirkdale residents identify strongly with the area and report a strong sense of local pride.

2.4. Knotty Ash

The Knotty Ash area is in East Liverpool, six miles from Liverpool City Centre and close to the city boundary with Knowsley. The area is made up of former council housing stock, and some more affluent semi-detached housing, with a number of tower blocks in the process of demolition and replacement with properties for older residents. The area has a higher proportion of elderly residents than the Liverpool average, and this demographic is reflected in the profile of respondents to our survey.

The area contains Broadgreen Hospital, and is considered to have reasonable shopping and education facilities. There are two large community centres, Dovecot Community Centre and Dovecot MAC, and two youth clubs. However, the area is considered to have a low level of community organisation and activity. The area's relative distance from Liverpool City Centre is significant to the daily activities of many in the neighbourhood, with many travelling into the centre for work as local employment opportunities are limited, while for others the cost and distance from Liverpool City Centre affect people's ability to shop and spend leisure time outside the neighbourhood.

3. Perceptions of Liverpool

3.1. Local perceptions of Liverpool

The survey asked respondents a series of questions to gauge their opinions about perceptions of Liverpool as a city, both within Liverpool and outside. The responses suggest that citizens of Liverpool have a much more positive view of their city than they think is held by people from outside.

Across a range of examples (including shopping, hotels, music and theatre) the majority of respondents described Liverpool's facilities as either better than or about the same as those of other cities in Britain, outside London. Only with regard to shopping did a significant number of respondents (27.5%) think that Liverpool's facilities were worse than those of other cities.

When asked 'what is the best thing about Liverpool?', the overwhelmingly common response was 'the people', or a variation on that theme, including the neighbours, the friendliness of the city, 'the sense of humour' or the 'attitude' of Liverpool people. Many other respondents referred to their sense of belonging in the city, the fact that they were born here, and their feeling of community spirit. Other popular responses included Liverpool's waterfront and green spaces, its music scene and nightlife, and the football, with one respondent stating that the best thing about Liverpool is Steven Gerrard.

Respondents described the worst things about Liverpool mainly in relation to various types of crime and anti-social behaviour. In addition they made reference to continuing dereliction and poor quality urban environments, to the road works and disruption caused by building work, and to continuing poverty, unemployment, and exclusion.

Across the four communities, residents felt that 'Liverpool is improving and has a positive future'. The lowest positive response was from Kirkdale respondents, where 73.2% strongly agreed or agreed with the statement, compared with the highest response of 88.9% in Aigburth. However, a significant difference emerged in response to the statement 'things will get worse for this neighbourhood'. Only 3.1% of Aigburth residents and 6.7% of city centre residents agreed with the statement, with no respondents strongly agreeing. However, 18.5% agreed or strongly agreed in Knotty Ash, and this figure rose to 37.9% in Kirkdale. This suggests that, in Summer 2007, the positive feeling generated by the ECoC thus far is having less impact in the most deprived neighbourhoods, and that a considerable minority of people have limited belief that the regeneration of Liverpool will have an impact on their community.

3.2. External perceptions

The majority of respondents felt that people outside Liverpool generally tend to view the city negatively. However, only 4.9% felt that this situation was getting worse, while 64% felt it was improving. This improvement was, in the main, seen as the result of new city centre developments and publicity arising from the ECoC, and from the positive word of mouth being spread by visitors to the city and students. However, a significant minority of respondents referenced the continuing negative impact of media coverage of drug and gun related crime in Liverpool.³

3.3. Perceptions of crime

Crime remains a significant issue across Liverpool communities. As described above, for the majority of respondents, crime or anti-social behaviour represented the worst thing about Liverpool. For many, crime was also the major reason for continuing negative perceptions of Liverpool outside the city. This is borne out by a GfK NOP survey indicating that around 30% of UK residents living outside Liverpool think that crime is worse in Liverpool than in other cities. In the same survey, the most frequently given answer to the question 'what are

³ The surveys were carried out shortly before the death of Rhys Jones on 22 August 2007, in a shooting that was featured prominently in the national and local media. The findings are therefore not affected by the strong local feeling about this event.

the bad things about Liverpool?' was crime or anti-social behaviour, which was referenced by around 30% of respondents.⁴ Where those outside the city view Liverpool negatively, crime is more likely to be the reason given than any other factor.

However, the local area survey results also suggest a sense of perspective around issues of crime. 74.8% felt that crime levels were either the same or better in Liverpool than in other UK cities. 39% of respondents agreed that crime was decreasing in the city, with a further 45% overall agreeing that crime was decreasing in their neighbourhood. This figure rose to 60% in the city centre neighbourhood. 44.2% of respondents disagreed with the statement that 'anti-social behaviour and crime is a big issue locally', while 44% felt that the police dealt effectively with crime in their neighbourhood. These overall figures do however mask significant distinctions between the neighbourhoods. More than twice as many people in Knotty Ash and Kirkdale agreed that crime and anti-social behaviour was a big issue locally than in Aigburth.

4. Perceptions of individual neighbourhoods

4.1. City centre

City centre residents report high levels of satisfaction with their area, with 86.7% of those surveyed agreeing that people liked living there, with only one individual respondent disagreeing. 62.7% felt that the city centre was improving. However, a third of respondents felt that the city centre was negatively represented in the local media.

Popular attributes of the area were described by residents mainly in terms of the proximity to Liverpool City Centre amenities, closeness to work and nightlife, and the quality of cafes and restaurants. People also described the area's 'sense of community', its improvement through regeneration, and its diversity. However, the proximity to Liverpool's nightlife also was a major issue for local residents in terms of anti-social behaviour, late night noise, parking problems and litter. Residents also reported significant issues with anti-social behaviour from local young people, sometimes related to the fact that there is nothing available for them to do.

4.2. Aigburth

Aigburth had the highest 'approval rating' from its residents, with 97% agreeing that people liked living in the area. 50.8% felt that the neighbourhood was improving, and only 7.5% felt that Aigburth was presented negatively in the local press. 82.7% of Aigburth respondents felt that their area was viewed positively by people elsewhere in the city.

Respondents described the area as quiet and peaceful, with good transport links, schools and plentiful attractive green spaces. They also felt that there was a strong sense of community, with many making reference to their 'good neighbours'. Concerns related to heavy traffic and parking problems, issues with 'gangs of lads' and 'kids playing football', and inadequate local shopping facilities including post offices and supermarkets.

4.3. Kirkdale

85.2% of Kirkdale residents felt that people liked living there. 51.3% of respondents in Kirkdale felt that the area was improving. However, residents clearly felt that there was a stigma attached to living in the area, as 70% of respondents either agreed or strongly agreed with the statement that 'this neighbourhood is always presented negatively in the local media'. This was more than double the next highest response of 33% in the city centre. Only 14% felt that the area was viewed positively by those elsewhere in the city (again much lower than the comparable results for other neighbourhoods).

⁴ Liverpool Perceptions Study – wave 3 Autumn 2007. A key findings research report for Liverpool City Council. Presented by: GfK NOP Social Research (January 2008).

Kirkdale did however report the highest level of community spirit, with 69% agreeing that the area had a strong sense of community. Overwhelmingly the positive aspects of Kirkdale were described by respondents as being the people, friendly neighbours and a good sense of community. In addition there were also some references to Kirkdale's proximity to the city centre and good public transport links. When asked the worst things about the neighbourhood, respondents described the area as facing significant issues in terms of drugs, prostitution, 'gangs', anti-social behaviour by young people, and lack of amenities. The extent of dereliction, the number of boarded up properties and the poor quality of the urban environment were also mentioned frequently.

4.4. Knotty Ash

92% of Knotty Ash residents agreed that people liked living in the area, although it rated lowest in terms of levels of community spirit. Only 44% of respondents agreed that the area was improving. 23.1% agreed that the area was presented negatively in the local media, with 50.5% feeling that that the area was viewed positively by those elsewhere in the city.

Knotty Ash was described by residents as quiet, green and peaceful, with good local shops and amenities and good transport links into the city centre. Several people referenced local older people as the best thing about Knotty Ash, suggesting the presence of a settled and long established community. The most frequently referenced issues in the area related to anti-social behaviour by young people who hang around parks and shops, poor maintenance of roads and gardens, and traffic problems.

5. Understandings of culture

We asked people 'what do you think of when you think of culture?' and categorised their responses into six different themes, listed below in order of the number of times responses within the themes were referenced by survey participants:

- **Arts/'high culture'** – art, museums, theatre, cinema, music, opera/ballet, architecture/buildings, heritage, literature
- **Different ethnicities** – different lifestyles, diversity, religion/beliefs, cuisine, rules/ethos/norms, language, ethnicity/race, values
- **Our culture** – everything, something for everyone, children, communities, 'ours', belonging, 'what I do', 'not for me', exclusive
- **Regeneration** – improving image, tourists, improving city, Big Dig/roadworks.
- **Popular culture** – sport, football, TV/radio, local/TV personalities, pubs, comedy
- **Aesthetic** – aspirations, inspirational, creative, impressive, see things differently, open minded

The most popular sub-themes were in the arts/'high culture' category, with 31.7% of respondents referencing art, 24.9% music, 21.3% museums, and 19.7% heritage.⁵

The second most referenced theme was 'different ethnicities', with 22.5% making reference to culture as different lifestyles, 14.9% mentioning diversity, and a further 16.6% describing culture as relating to ethnicity or race.

9.9% of respondents referenced 'communities', the only significantly high response within the 'our culture' theme. Slightly smaller numbers of respondents referred to regeneration, with response rates of between 5% and 8% for answers that referenced tourists, improvements to the city, Liverpool's changing image and the Big Dig.

⁵ We used an open question technique and ticked all the themes and keywords referenced by respondents within their answers. The figures therefore refer to the percentage of individual respondents who mentioned this specific sub-theme.

6. Cultural activity and participation

6.1. Interest in culture and sport

Our survey explored levels of interest in different types of cultural activity, including sport. In addition to asking people how interested they were in different activities, we also asked whether they had participated in the past year, and where this participation took place.

Overall, our findings suggest that Liverpool people have a broad interest in culture. Across all types of activity (for example, museums and galleries, live music, theatre and sport), around 20%–30% of people were 'very interested'. The activity with the highest number of people 'not at all interested' was sport (33.4%). Across all forms, more people were 'very' or 'quite' interested than 'not very' or 'not at all' interested.

Survey respondents did demonstrate a general level of confidence in terms of their knowledge of the city's cultural offer. Nearly half of respondents overall stated that they knew either 'a reasonable amount', 'quite a lot', or 'a great deal' about what there is to do in Liverpool.

Table 1: Interest in attending various types of cultural event

	% very or quite interested	% not very or not at all interested
Museums and galleries	63.4	32.5
Pubs, bars and clubs	48.1	48.4
Events or festivals	60.6	35.3
Live music or concerts	55.8	39.5
Theatre	60.3	35.4
Cinema	55.1	40.6
Sport	48.8	48.3

6.2. Levels of participation – general findings

Across the whole sample, engagement in cultural activity in Liverpool City Centre tended to be high. Overall 54.3% of respondents had attended a museum or gallery in the past 12 months, more than had attended a pub, bar or night club in Liverpool City Centre. While this could be indicative of the older age range within the sample, the figures for respondents from the city centre neighbourhood suggest otherwise, with 57% having attended a pub, bar or club compared with 58.7% who had attended a museum or gallery. While this survey does not give us the opportunity to understand exactly why this is the case, and there may be a tendency amongst some respondents to overstate their participation in cultural events compared to social ones, it is possible to speculate that free museum and gallery entry at NML venues and Tate Liverpool may drive higher levels of participation. Despite similar reported levels of interest, levels of attendance at paid events such as theatre and live music is lower. 39.2% of the total sample had attended theatre or cinema in Liverpool City Centre, and 29.7% had attended an event or festival there.

Table 2: Participation in cultural activity (% respondents who have attended various types of cultural event in the city centre over the last twelve months)

	Aigburth	City Centre	Kirkdale	Knotty Ash	Average
Museums and galleries	71.0	58.7	44.5	43.0	54.3
Pubs, bars and clubs	48.0	57.0	40.6	38.0	45.9
Events or festivals	38.0	44.6	19.4	20.5	30.4
Live music or concerts	37.0	37.2	20.6	19.0	28.5
Theatre	53.0	31.4	32.3	35.5	38.1
Cinema	53.0	57.9	29.7	21.0	40.4

Across all of the neighbourhoods, cultural activity was much less frequent within the neighbourhood than within Liverpool City Centre. This is perhaps reflective of the lack of certain types of cultural facility within neighbourhoods, as 29.7% of people had attended the pub in their local area. In some activities (pubs, cinema and events/festivals being the exceptions), respondents were more likely to have attended cultural events outside Liverpool entirely than within their own neighbourhood. However, in all neighbourhoods, a majority of respondents stated that they spent most of their leisure time within their neighbourhood, perhaps reflecting a more broad range of leisure interests including spending time with family and friends, attending church, gardening, watching TV, etc.

6.3. Levels of participation – comparative analysis of neighbourhoods

The survey found broadly that cultural participation levels are lower among residents of Kirkdale and Knotty Ash than those in Aigburth and the city centre. For example, although Knotty Ash residents' attendance at Liverpool museums and galleries was reasonably strong at 43%, this compared with 71% in Aigburth. However, at the level of individual cultural activities the picture becomes extremely complicated and any analysis is purely speculative.

In Kirkdale, where figures for cultural participation tended to be lower than elsewhere, 44.5% of respondents had attended a Liverpool City Centre museum or gallery compared with 40.6% who had attended a city centre pub, bar or club in Liverpool. This suggests that the picture is much more complicated than can be explained by a lack of interest in engaging with cultural activity.

Levels of confidence in terms of knowledge of what there is to do in Liverpool also contained significant differences between neighbourhoods. Interestingly, reported confidence in understanding what there is to do in Liverpool was lowest among city centre residents at 49.2%, compared with 58.5% in Aigburth and 53% in Knotty Ash.

Some possible reasons for differences between the neighbourhoods could be:

- Reluctance by Knotty Ash residents to travel into Liverpool City Centre – for example, attendance at live music events in Liverpool City Centre by Knotty Ash residents is lowest at 19%, compared with 20.6% in Kirkdale and 37% in both city centre and Aigburth (which has a rail service into Liverpool City Centre as well as bus transport). However, attendance by Knotty Ash residents at live music events outside Liverpool is higher than Aigburth. Knotty Ash respondents were most likely to feel unsafe having a night out in the City Centre, probably reflective of their older demographic profile and their physical distance from Liverpool.
- Income deprivation experienced by residents of Kirkdale – figures for attendance at museums and galleries (free) are much higher in Kirkdale than those for participation in events that have a ticket price. In addition, figures for participation in events outside Liverpool are consistently the lowest out of the surveyed neighbourhoods in Kirkdale. This suggests that Kirkdale residents may lack the resources to travel outside the city either for holidays, day trips or one off events.
- Kirkdale residents also reported low levels of attendance at events within their own neighbourhood. For example, not one respondent had attended a live music or theatre event in their neighbourhood. There could be a range of reasons for this, including a genuine lack of availability of cultural activity within the neighbourhood, but possibly also a lack of awareness of community cultural activities, or fear of crime preventing people from going out at night (16% stated that they didn't feel safe having a night out in their neighbourhood, the highest response by far across the neighbourhoods).

- Transient populations in the city centre reported less confidence in their local knowledge, in comparison with strong local knowledge in Aigburth and Knotty Ash. This could perhaps also reflect older respondents' resource of knowledge based on their long term citizenship of Liverpool, rather than a more effective targeting of these communities with cultural information.
- It was difficult to draw conclusions relating to the figures for the city centre neighbourhood, and this may be because survey respondents were confused by the distinction in the questions between Liverpool City Centre events and events in their neighbourhood.

6.4. Sporting activity

The results of this survey suggest that sport is a niche interest, with people expressing stronger liking or dislike of sport compared with a more neutral attitude to other cultural activities (see 6.1 above).

As might be expected, the survey respondents demonstrated more interest in watching sport than in actively participating. For example, 25.6% had watched a football match locally, compared with 5.9% who had played football locally.⁶ The highest level of active participation was in attending the gym, which 12.4% of respondents had done locally, followed by swimming at 10.9%. This suggests that respondents are accessing local authority run leisure centres or private gyms rather than participating in community sports teams.

The survey results also demonstrate the predominance of interest in football compared with other sports. 25.6% of people had watched a local match, compared with 4.9% who had watched cricket (perhaps reflecting the fact that Aigburth Cricket Club is within the boundary of one of the areas surveyed). In addition, 7.7% had travelled to watch a football match elsewhere, compared with 1.8% for cricket, the second highest response.

7. European Capital of Culture

7.1. Awareness of Liverpool 08

Respondents demonstrated a high recognition rate of the Liverpool 08 logo and branding, with 94.2% having seen the logo before and recognising it.

However, other Liverpool 08 publicity material was less recognisable to the survey respondents. Less than half of respondents recognised the 08 live smart card (45.5%),⁷ with 30.2% not realising on being shown the card that it was anything to do with the ECoC.

There was similarly low recognition of two pieces of marketing print: 73.7% of people had not seen the 'It's our time' advertising before,⁸ while 85.6% failed to recognise the 'What does Liverpool....mean to us?' postcard.⁹

However, these overall figures do change at the neighbourhood level. Although recognition of the postcard was very similar across all four neighbourhoods, recognition of the 'It's our time' advert was considerably higher in Kirkdale than any other neighbourhood (37.9% recognition compared with 27.5% in the city centre and only 21.2% in Aigburth).

Aside any engagement with branding and specific marketing materials, the survey results indicate a general lack of awareness of what Liverpool ECoC 2008 is about, which is in contrast with the overall level of confidence in knowledge about Liverpool generally as described in 6.1 above. While 49.2% of people felt they knew either a reasonable amount, quite a lot or a great deal about what Liverpool has to offer, only 34.7% felt the same about their understanding of the ECoC. Distinctions between the neighbourhoods were pronounced,

⁶ With reference to these figures please bear in mind that people may have interpreted 'locally' as meaning 'in Liverpool'.

⁷ Which had just been launched with good media coverage at the time of the survey.

⁸ Liverpool 08's main 'local-focused' campaign that had been rolled out over a year before on billboards and other signage.

⁹ This was a new campaign at the time running in local papers.

with a much higher level of knowledge in Aigburth (45.9%) than in Knotty Ash (26%). Given the high confidence level with knowledge about Liverpool generally in Knotty Ash, this research suggests that the community there may feel isolated from the Liverpool 08 process.

7.2. Awareness of and participation in Liverpool 08 events

The survey provided a list of twelve ECoC events and asked respondents which they had heard of and which they had attended.

The three most recognised events were the Mathew Street Festival (86.7% had heard of this event), the Christmas Lights Switch On (83.6%), and the Tall Ships Festival (79.9%) (all established and long running events),¹⁰ while the least recognised were the 08 Update meetings (10.1%) and the Four Corners community arts project (13.6%).¹¹ This figure for recognition of the Four Corners project rises to 29.8% in the city centre neighbourhood. The most recognised events were also those with the highest number of attendees from our survey cohort.

The general levels of awareness and participation in the 2006/7 events programme will be contrasted with awareness of and intention to participate in the 2008 events programme in the next research report.

Table 3: Awareness and attendance at specific cultural events (% awareness and attendance (within last 12 months) at key events in the city's cultural calendar)

	Heard of	Been to
Hub Youth Festival	28.6	8.3
Tall Ships	79.9	34.5
Mathew Street Festival	86.7	41.3
Wall Talks	11.7	1.3
Four Corners	13.6	4.6
08 Roadshow	28.0	3.8
Lord Mayor's Parade	76.3	21.9
Streetwaves	16.0	2.8
St. George's Hall Opening	73.7	18.6
Theatre in the Park	35.5	6.4
Christmas Lights Switch On	83.6	30.6
08 Update meetings	10.1	2.7

7.3. Perceptions of the ECoC

The survey asked respondents how being the ECoC in 2008 would affect Liverpool. There was an overall positive view on the probable impact on Liverpool as a whole, particularly in relation to the potential for change in external perceptions of the city. However, the responses suggest more ambivalence about the potential of the ECoC to generate meaningful change for the city's residents. While 80.5% of people agreed that the ECoC would change perceptions of Liverpool outside the city, and 75.9% felt that it would bring a lot of new investment to Liverpool, 58% felt that Liverpool would be a better place by 2008.

¹⁰ The Matthew Street Festival is an annual city centre music festival held on August Bank Holiday weekend. At the time of the survey, there was extensive local media coverage of the announcement of the cancellation of the 2007 Mathew Street Festival. The Tall Ships Festival is an events programme surrounding the arrival of a fleet of tall sailing ships to the Mersey docks

¹¹ The 08 Update Meetings were briefing meetings about the Liverpool 08 programme for Liverpool residents. Four Corners was a series of creative arts projects in Liverpool neighbourhoods, funded by Liverpool Culture Company. One especially prominent work featured a building in the city centre neighbourhood area covered with red doors.

Responses to the survey suggest that people in Liverpool perceive the ECoC as a regeneration programme for Liverpool City Centre, anticipating that little impact will result from the ECoC in their own neighbourhood. 67.8% of respondents agreed that only Liverpool City Centre would benefit, and 65.3% did not think the ECoC would make a difference to their neighbourhood.

Table 4: Perceptions of the benefits of European Capital of Culture (% respondents who agree/strongly agree with the statement)

	Aigburth	City Centre	Kirkdale	Knotty Ash
Everyone in Liverpool will gain from the ECoC	49.2	46.2	26.6	40.2
It won't make a difference to this neighbourhood	49.2	40.3	85.0	80.9
Liverpool is improving and has a positive future	88.9	86.7	73.2	79.0
Things will get worse for this neighbourhood	8.2	14.2	37.9	18.5

In responses to other statements, there is a strong sense that Liverpool's citizens are either divided about the potential of the ECoC, or reluctant to make a judgement without seeing how 2008 goes. 39.1% of respondents felt that the ECoC would have a long term impact on the city, and 42.6% of respondents disagreed. 44.9% of respondents thought that 'there would be things for ordinary people' whereas 40.1% disagreed. 48.2% felt that 'the money would be wasted'.

Within the individual neighbourhoods, some distinctions emerge. A much lower number of people in Kirkdale agree that everyone in Liverpool will gain from the ECoC (26.6%, compared with the overall survey figure of 40.8%).

Similarly, there are stark differences in respondents' expectations that the ECoC will make a difference in their neighbourhood. In the city centre, 40.3% of respondents agreed that 'it won't make any difference to this neighbourhood'. In Aigburth the figure was 49.2%. However, in Kirkdale this figure rose to 85%, and 80.9% in Knotty Ash. These data suggest evidence of a significant gap between Liverpool's advantaged and disadvantaged communities, in terms of their perceptions of the potential of the ECoC.

8. Next Steps

This report is based on survey data from summer 2007, and provides a baseline against which future changes in perceptions of ECoC across the four neighbourhoods can be compared. Further surveys are scheduled to take place in the same areas in 2008 and 2009. In addition, Impacts 08 has commissioned a series of focus groups to take place in each neighbourhood in Autumn 2008 in order to explore some of the issues emerging from this report in more detail. In particular these will focus on experiences of the 08 programme, perceived benefits of ECoC, and attitudes to the rapid changes in the physical infrastructure of the city.