

# Effectiveness of culture-led urban revitalisation



# Project partners

University of the  
Arts London \* \*  
London College \* \*  
of Communication \* \*

**ATCM**  
association of town centre management

**GE C LAB**  
laboratorio gestione centro città

**CGU**  
A G E C U

**Asociación Española para la  
GErencia de Centros Urbanos**

# Project funding

Funding from **European Commission's**  
European Culture Programme

Budget: **£150,000** (12 months)

Project end: **31<sup>st</sup> July 2010**



# Project objectives

Investigate **socio-economic benefits** of urban revitalisation through **community engagement activities** linked to culture and creativity

Develop a framework for **monitoring, evaluation and comparison** of cultural events



# Key project outputs

- Pan-European audit of **existing key performance indicators (KPIs)**
- **Development of socio-economic KPIs** for cultural-led urban revitalisation initiatives
- **Transnational methodology** for data collection and analysis based on field research in **Spain, Italy and UK**



# Field research

- Timeline: **March-April 2010**
- **Culture-led events** in **Italy** (Parma, Perugia), **UK** (Perth, Stoke on Trent) and **Spain** (Ghandia and Calatayud)
- Evaluating **impact of event** through **indicator data** gathered through a combination of **visitor surveys** and **desk research**



# Indicators

- **Choice** of indicators to adopt for measurement in each event will depend on their fit with the **event objectives**
- **Battery of indicators** divided into **core** (mandatory measurement) and **optional** (choice left to event organisers)
- Indicators linked to recognised UK frameworks (LDA, DCMS) and grouped into themes:
  - **Social**
  - **Economic**
  - **Environmental**
  - **Brand, image and profile**

# Dissemination of findings

- Journal of Urban Regeneration and Renewal
- Journal of Town and City Management
- Journal of Place Management and Development
- World Congress for Town Centres 2010
- Partner networks previously co-funded by EU





# Thank you

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