

How are the impacts of large-scale events communicated between key stakeholders in urban regeneration and the general public?

Menna Tudwal Jones BA (Hons) MA

m.t.jones@liv.ac.uk

The framing of impacts

- Goffman (1974)
- Snow and Benford (1988)
- Gamson (1992)
- Sacks (1995)



Three core framing tasks:

1. Diagnostic framing
2. Prognostic framing
3. Motivational framing

Core framing tasks and urban regeneration

Frames found within the PhD data:

- Necessity of a transformation
 - Distance
 - Saviour
 - Role of self
 - Advantage
- } Diagnostic
- } Prognostic
- Motivational

“the more integrated the diagnostic, prognostic, and action frames, the higher the probability of becoming active in any particular cause” (Snow and Benford 1988: 203)

e.g. Capital of Culture Scrutiny Panel meeting held on 18/10/2004

“Developers 10 or 15 years ago would only come to this City and do development if they had Government funding. The Swallow as it then was in the Crown Plaza, wasn’t built because some developer thought great we’ll build a hotel there. We gave them Objective 1 money to build those hotels. Developments you could have in this City because you have GAP funding. Urban Splash weren’t putting up there loft apartments without GAP funding. Now that’s changed because the market in the City has changed. Developers are coming in and putting up developments e.g. Princess Dock, St Paul’s Eye Hospital with no grant money at all and that is the change that is happening because of all the factors we talked about in the past and the developers are not scared away because of the particular scheme that went pear shaped, they are queuing up to get in here”

The framing of impacts

Advantage frame - rationale for action

Liverpool is a unique city; unique in history, culture, resilience and spirit. It has a rich and influential past and a diverse and vibrant present and an undisputed potential for the future. Liverpool is a city with world class ambitions.

Liverpool is more than its skyline, its remarkable architecture and its river and parks. Its rich heritage and architectural assets are being transformed into new uses. It is a place to do business. In attracting big ideas, big players and big investors Liverpool is re-capturing its pace as a world destination city (*Core City Prospectus 2003: 8*).

The process of motivation: Compliment the local population | Use of stereotypes | Exploitation of history

Liverpool's identity is unique – an edgy city, sometimes disrespectful and sometimes irreverent, famed for

- the character of its people – their wit, chat, story telling, friendliness and opinions;
- its extraordinary artistic creativity – performance, writing, new media, film and comedy and its eclectic mix of cultural organisations;
- its architecture – its World Heritage status;
- its maritime and industrial heritage and significance – one of the worlds former major ports – influencing the city's tendency to look outwards to the west rather than inwards to the rest of the country;
- its diverse communities; its sporting passions; and its musical vibrancy (*ECoC08 Vision* p. 2)

More on the process of motivation

- Previous prioritisation of the built environment is being rewarded, eventually...
- Importance of Numerical data, even if only anticipated
- Gain consensus in order to produce 'corrective action'

Central governments discourse

“Each policy issue has a relevant public discourse – a particular set of ideas and symbols that are used in various public forums to construct meaning about it. This discourse evolves over time, providing interpretations and meanings for newly occurring events.” (Gamson 1992: 24)

Community support

Working in partnership

Focus on the built environment

Competition (national and global)

Importance of private sector investment

References

- Gamson, W. (1992) *Talking Politics* Cambridge, Cambridge University Press
- Goffman, E. (1974) *Frame analysis: an essay on the organization of experience* Boston, Northeastern University Press
- Sacks, H. (1995) *Lectures on Conversation* Volume I and II, Blackwell, Oxford
- Snow D. and Benford, R. (1988) 'Ideology, Frame Resonance, and Participant Mobilization' *International Social Movement Research* 1: 197 - 217

What works for Liverpool...

Liverpool Capital of Culture

- **£280 million** additional publicity
- **3.5 million** first-time visitors
- **£176 million** additional local economy spend



Works for the UK

UK Tourism

- Delivers £114 billion (8.2%) UK GDP
 - **£66 billion** domestic visitor spend
 - **£20 billion** international visitor spend
 - **£28 billion** industry spend
- Supports **2.7 million** jobs (50% direct/50% indirect)
- Supports over **200,000** SMEs
- Generates around **£3.5 billion** overseas PR for Britain

And rewards public sector investment

- High levels of SME and lower-skilled job creation
- Significant economic return on investment
- Reaches parts of the country that need it most
- Capitalises on regeneration investments
- Appreciation of Britain's assets globally and domestically

And

- Delivers rapid employment and economic returns

