

## **Who evaluates UK Cities and Capitals of Culture?**

### **AUDIO CLIP TRANSCRIPT - Structure of evaluation teams**

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I am Beatriz Garcia and I have been conducting research on cities of culture, cultural events and cultural mega events for the last 25, 26 years.

So as part of our research and evaluation team that needs to deliver something of quality, but also something that is considered useful, and that can influence policy and potentially, as we argued, be helpful in the delivery of the event, because we proposed that we would not only be capturing impact, but also maybe informing the process.

That we would be able to do a bit of monitoring, and have regular meetings with the [Liverpool] Culture Company, to offer them insights into what, you know, the data was suggesting, whether we were perceiving certain areas, you know, perception studies, you know, from, from young people, etc, etc.

So we had also a role to play, offering capacity building to the team in charge of delivering the year. And for that, you need to have skills beyond just good academic skills, good researcher skills. You need to be a good mediator, you need to know how to relate to people that are really busy and very stressed out and have no time just to do theory. So it really was very important to have that, but then also, having people that could be really, really tough, and very serious with the data.