

## **How are UK Cities and Capitals of Culture evaluated?**

### **AUDIO CLIP TRANSCRIPT - Establishing a baseline**

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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.

Alongside the reporting, and how many types of reports you have, is when you publish. And here, there is a whole arc. The one report that included the visualisations and the sound bites, that had become the most memorable, we couldn't deliver that until one year and a half after the end of the year. So this was not published until March 2010, and the event was in 2008.

Very often the pressure is to have the big press conference just a month or two after [laughs] the year. That's extremely difficult and questionable. It's virtually impossible to have a full overview of the impact of a year, just a month after its completion. You need time to digest and to collect everything that happens. And with an event and its legacy, everything matters up until the closing. You know, you need the full loop.

That's also the big conversation with evaluation plans, is the timeframe. When do you start and at which points are you ready to publish what? So emerging findings you know, immediate impacts, baseline, legacy: it all requires a lead in time. And often people, they do not take this sufficiently seriously, and this is what places evaluation and research teams in impossible positions.